

FALL  
1986

# MAD<sup>IND</sup> SUPER SPECIAL

OUR  
PRICE  
\$2.75  
CHEAP!

Movies!

Fold-Ins!

Horoscopes!

Don Martin!

T-Shirts!

Mort Drucker!

Mother Goose!

Advertising!

Dave Berg!

Fads!

Al Jaffee!

Careers!

Junk Mail!

Paul Peter Porges!

Subscription Offer!

T.V. Shows!

Harry North!

Spy vs. Spy!

Sergio Aragones!

Bad Habits!

World Records!

Angelo Torres!

Shakespeare!

Paul Coker!

Landmarks!

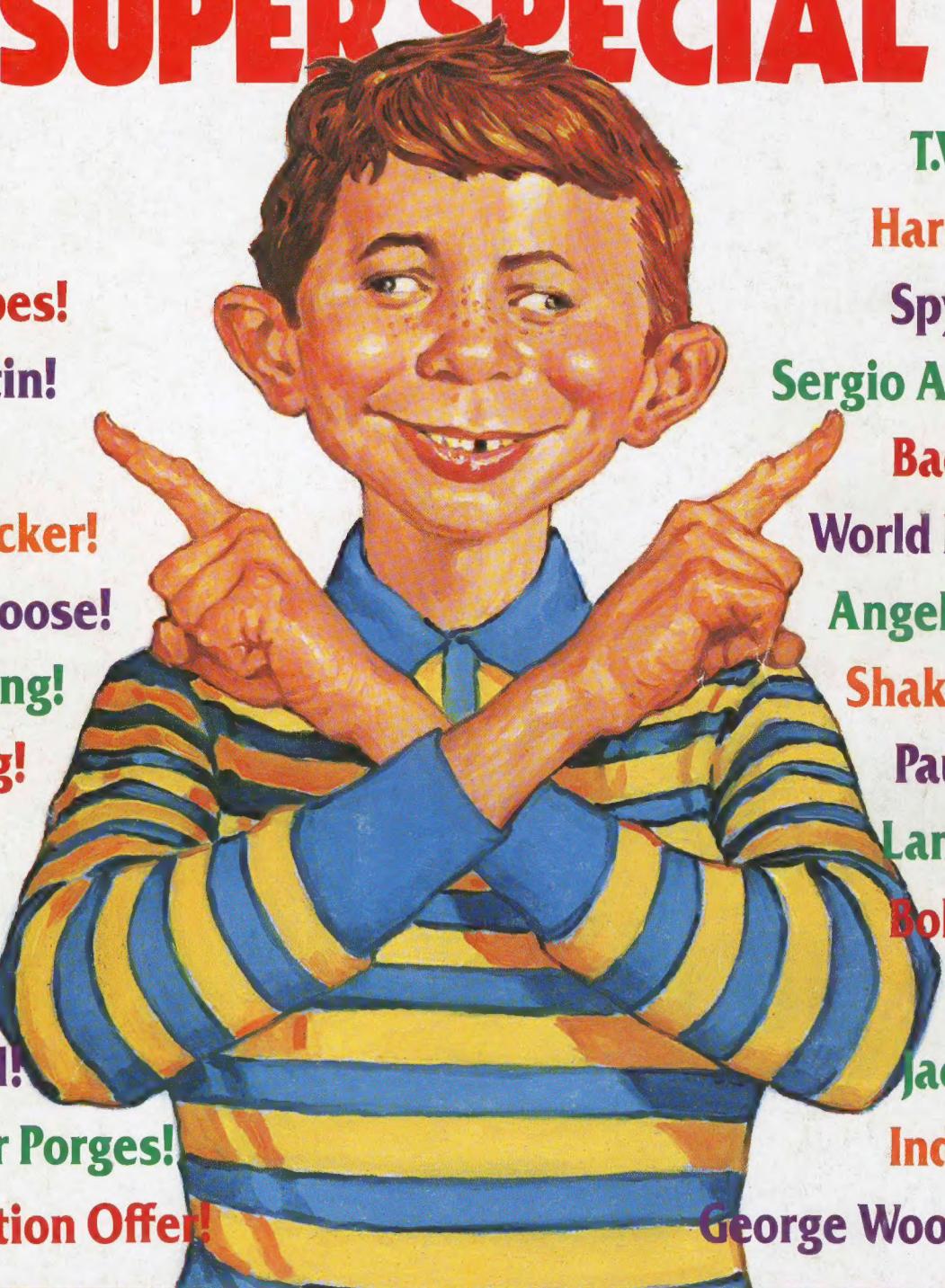
Bob Clarke!

Cars!

Jack Davis!

Index Page!

George Woodbridge!



63

PLUS 8 FULL-COLOR POSTERS IN THIS JAM-PACKED  
ISSUE OF SUPER MATERIAL FROM PAST ISSUES!!



# HOW DO TODAY'S CROOKS REALLY STRIKE IT RICH?

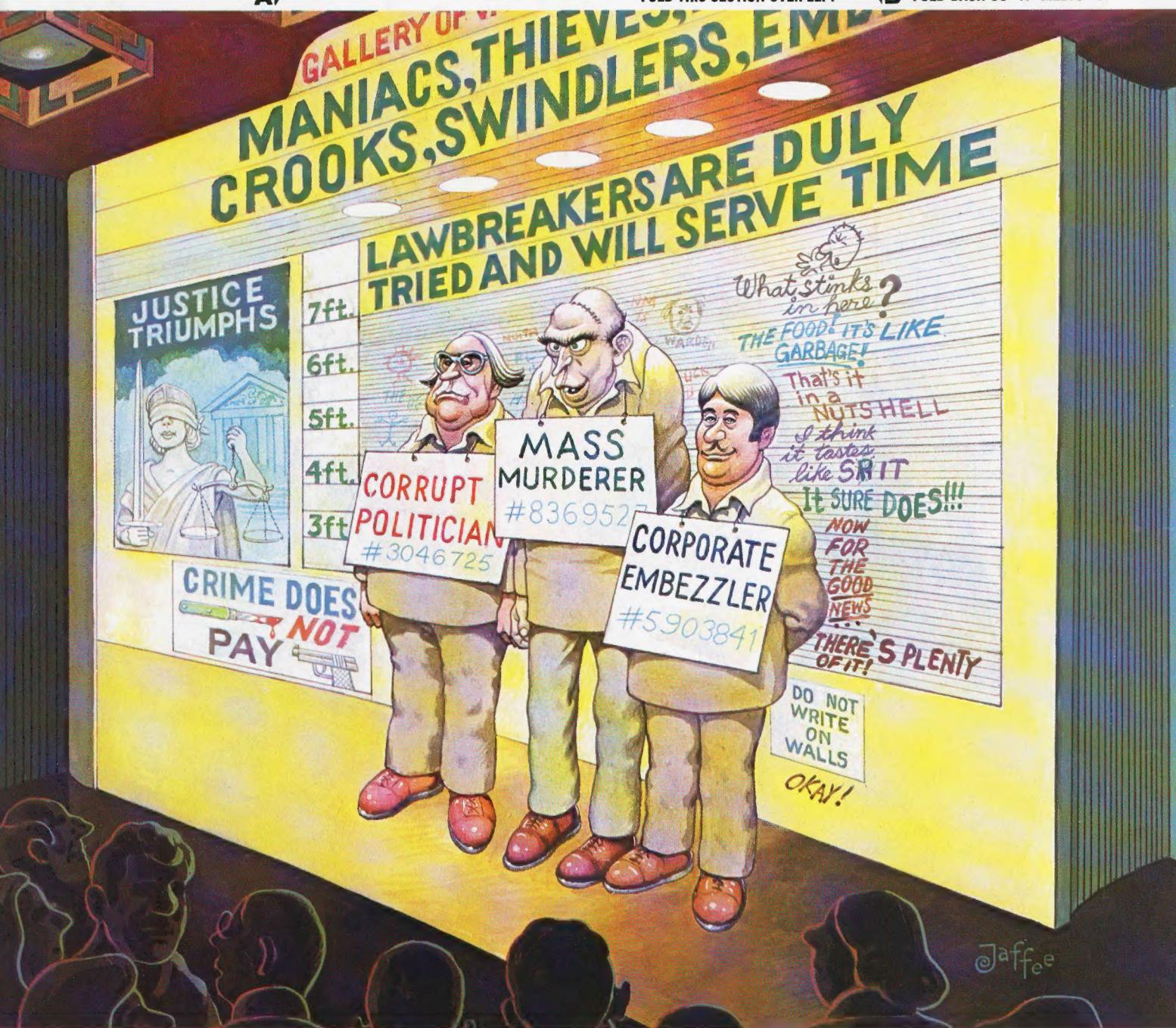
## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

From the time we were old enough to understand, we were all taught that breaking the law does not pay because it leads to shame and punishment. However, lately we've noticed that this is quite the opposite for some lawbreakers. To find out how they're making out, fold in page.

FOLD PAGE OVER LIKE THIS!

1B FOLD BACK SO "A" MEETS "B"

FOLD THIS SECTION OVER LEFT



ARTIST & WRITER:  
AL JAFFEE

FREE WHEELING LAWBREAKERS SEEM TO FACE DOOM  
BY GETTING CAUGHT. BUT LATELY, MANY A CROOK  
SAYS THERE ARE HUGE PROFITS IN THIEVING ROLES

A>

1B

# THE MAD

## SUPER SPECIAL NUMBER 56

### FALL 1986

**WILLIAM M. GAINES** publisher

**NICK MEGLIN** and **JOHN FICARRA** editors

**LEONARD BRENNER** art director    **CHARLIE KADAU, JOE RAIOLA and SARA FOWLER** editorial assistants

**DICK DE BARTOLO** creative consultant

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

COVER ARTIST: RICHARD WILLIAMS COVER IDEA: "LITTLE CHARLIE" CALAMARI

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(In Order Of Their Appearance)

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## **IT'S A DRAG! DEPT.**

There's a popular movie around these days that's rated "R" . . . and it deserves the rating! Not just for its violence, sex and nudity, of which it's got plenty! This picture deserves an "R" for "RIP-OFF"! You'll see what we mean when you read our version of

# **UNDRES**

My name is Kite! I'm a disturbed, frustrated housewife! I keep having lustful fantasies and erotic nightmares! In my daydreams, a man attacks me, and makes love to me! In my nightmares, I'm a lady cop who catches the man! And then I arrest myself for participating in an unnatural act! Well . . . I TOLD you I'm disturbed!

I'm Dr. Robert Illiot —a fashionable East side Psychiatrist! I treat neurotic housewives like Kite here! My other patients are the usual assortment with typical problems . . . mass murderers, suicidals, hookers and guys who like to dress up as anchovy pizzas! In New York, those ARE typical problems!

I'm Kite's Son, Putter! I'm also a scientific genius! I can program a calculator! I can build a computer! But, darn it, I STILL can't make a decent cup of coffee!!

Hello! My name is Lust Blake! I'm a high-class hooker! I don't do Eighth Avenue or Broadway! I guess you'd call me a "Wall Street-Walker"! My clients are mostly Stock Brokers! I'm very skilled at my work! After an evening on the town, Paine Webber thanks ME!

And I'm Brian De Trauma, the Director of this film! Critics have raved about this spine-tingling drama! They say it's a directorial tour de force! Others claim it's a "carbon-copy Hitchcock"! They say I've stolen everything from his films! That's the most outlandish thing I've ever heard! Now if you'll excuse me, I've got to go make a "cameo appearance" in my movie!





# SED TO KILL

Now, my foray into erotic terror is about to begin, so let me guide you through the opening scenes! I start with what I think is a fresh new approach in horror-suspense films . . . a "Woman Taking A Shower" scene!



To tantalize the audience, I've made the opening moments quite sensuous! The soap she's using may be 99 and 44/100% pure . . . but the scene sure'n heck ain't!



The audience is now on the edge of its seats, wondering . . . Is it really happening? Or is it really a dream? But mainly, is it really Angie Dickinson's naked body we're seeing in the shower?



ARTIST: MORT DRUCKER

WRITER: ARNIE KOGAN

**AAEEEK ARGH**



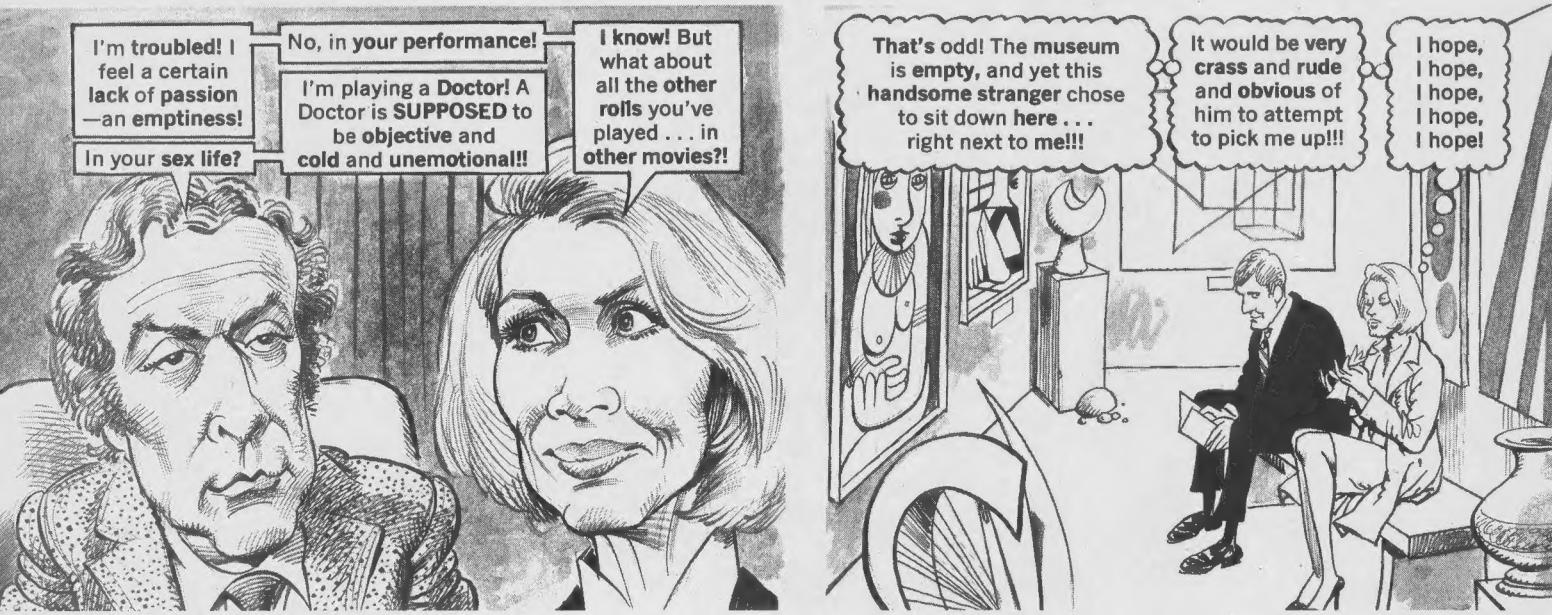
YOU!! What are YOU doing in my fantasy?!

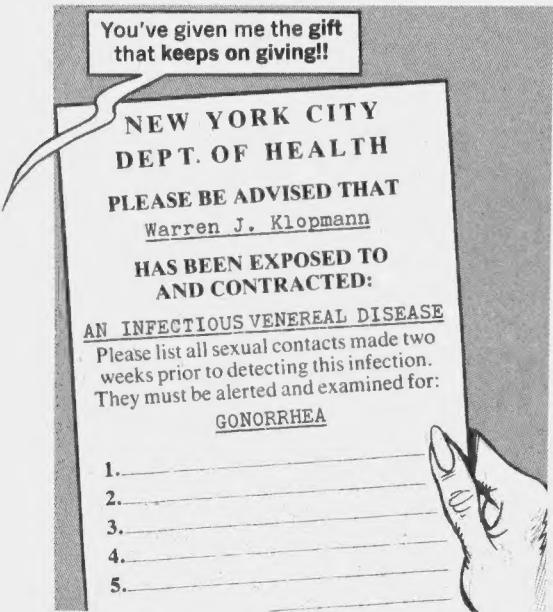
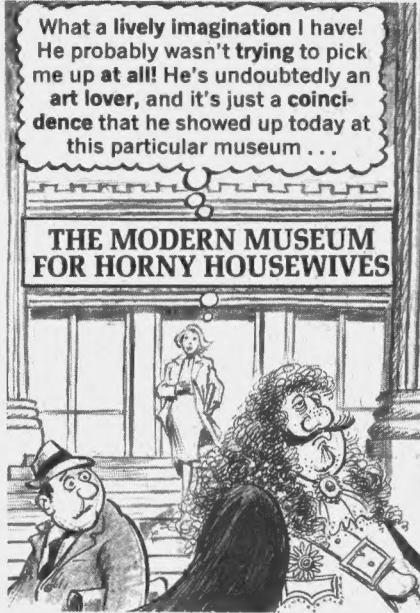
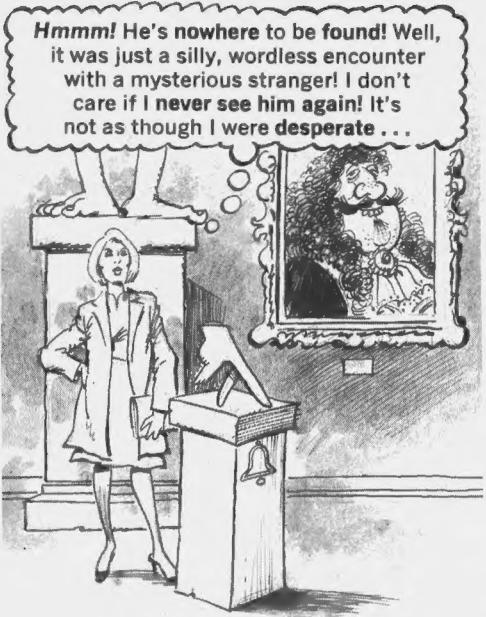
I told you I'd make a cameo appearance in my film!!

But HERE?! One thing that Alfred Hitchcock had was GOOD TASTE!

This IS good taste! A cameo appearance by Burt Bachrach in this scene would be in bad taste!!







You've been a delightful trick, Mr. Ludwig! By the way, my customers give me stock tips! Do you have any recommendations . . . ? Polaroid? Sony? Revlon?

Why don't you take a big position in "Sealy Posturepedic Mattresses?" With YOUR business alone, the stock should go through the roof!!

Gasp! Do YOU see what I see?! I don't believe it! It CAN'T be HAPPENING!!

Violent murder in New York City . . . ?! It happens ALL THE TIME!

I mean a major character getting knocked off this early in the film! It hasn't happened since Janet Leigh in "Psycho"!!

Stop complaining! Now YOU'RE the female lead in this thing!



"Beep" . . . Dr. Illiot, this is Milt Gunty! I'm stuck in Cleveland! I can't make our appointment Friday!

"Beep" . . . Dr., this is Angela! I didn't mean what I said! I'm calling to say I'm sorry!

"Beep" . . . Dr., this is Bibbie! I took your razor and I slashed Kite Muller, your patient, to death!!!

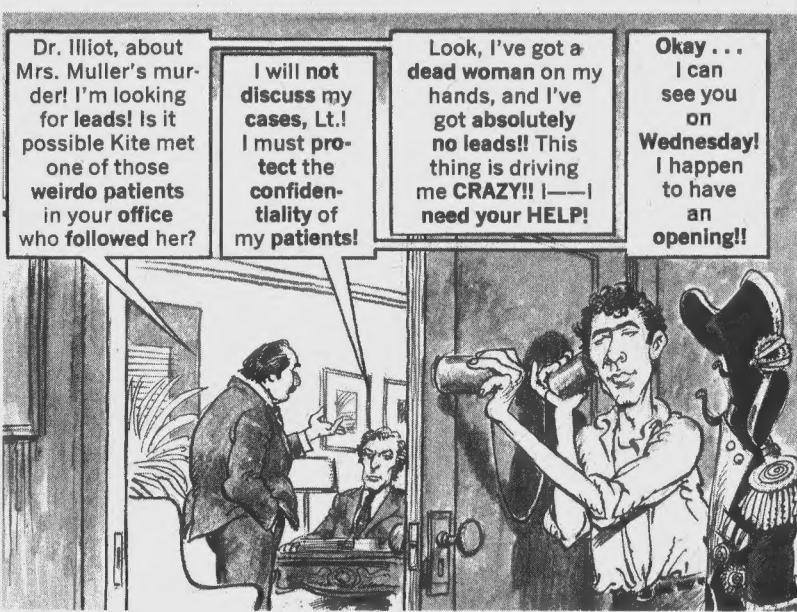
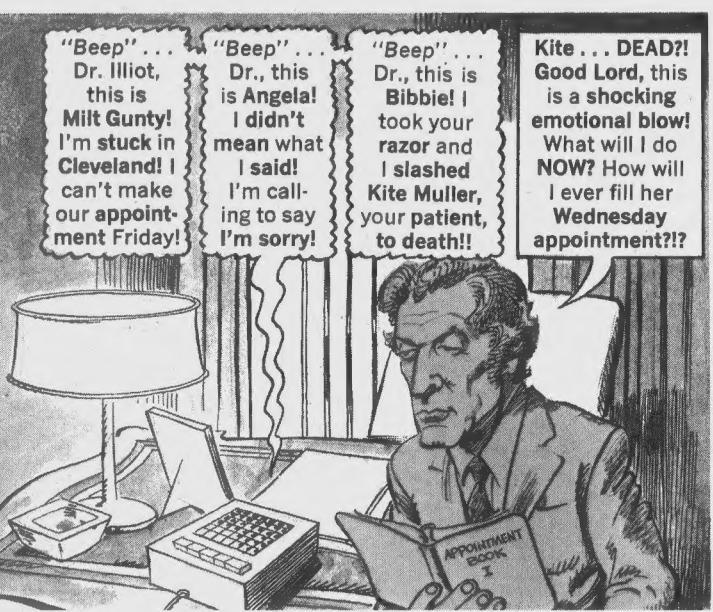
Kite . . . DEAD?! Good Lord, this is a shocking emotional blow! What will I do NOW? How will I ever fill her Wednesday appointment???

Dr. Illiot, about Mrs. Muller's murder! I'm looking for leads! Is it possible Kite met one of those weirdo patients in your office who followed her?

I will not discuss my cases, Lt.! I must protect the confidentiality of my patients!

Look, I've got a dead woman on my hands, and I've got absolutely no leads!! This thing is driving me CRAZY!! I——I need your HELP!

Okay . . . I can see you on Wednesday! I happen to have an opening!!



Hmmm! There she is again! That strange lady in the dark glasses who's been following me ever since I discovered that body in the elevator! I'll just slip into the subway . . . !

A gorgeous redhead in an expensive fur coat and a skirt slit all the way up to her navel ought to be perfectly safe down there!!

And then again . . . maybe not! Perhaps I should've worn my "sensible" shoes!

Er . . . Hi, guys! You wouldn't dare lay a finger on me, right?

Why not?!!

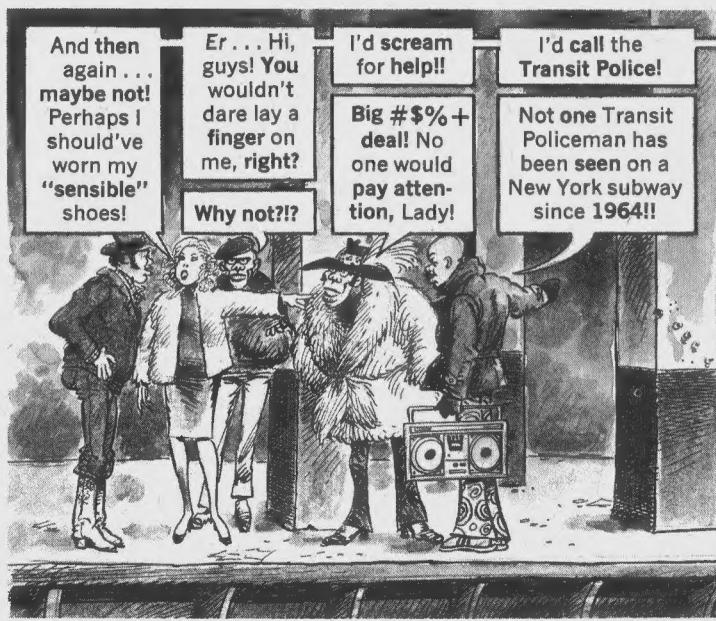
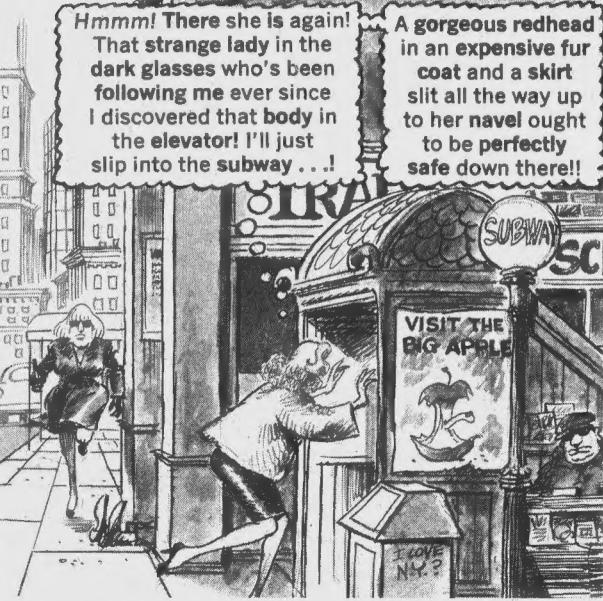
I'd scream for help!!

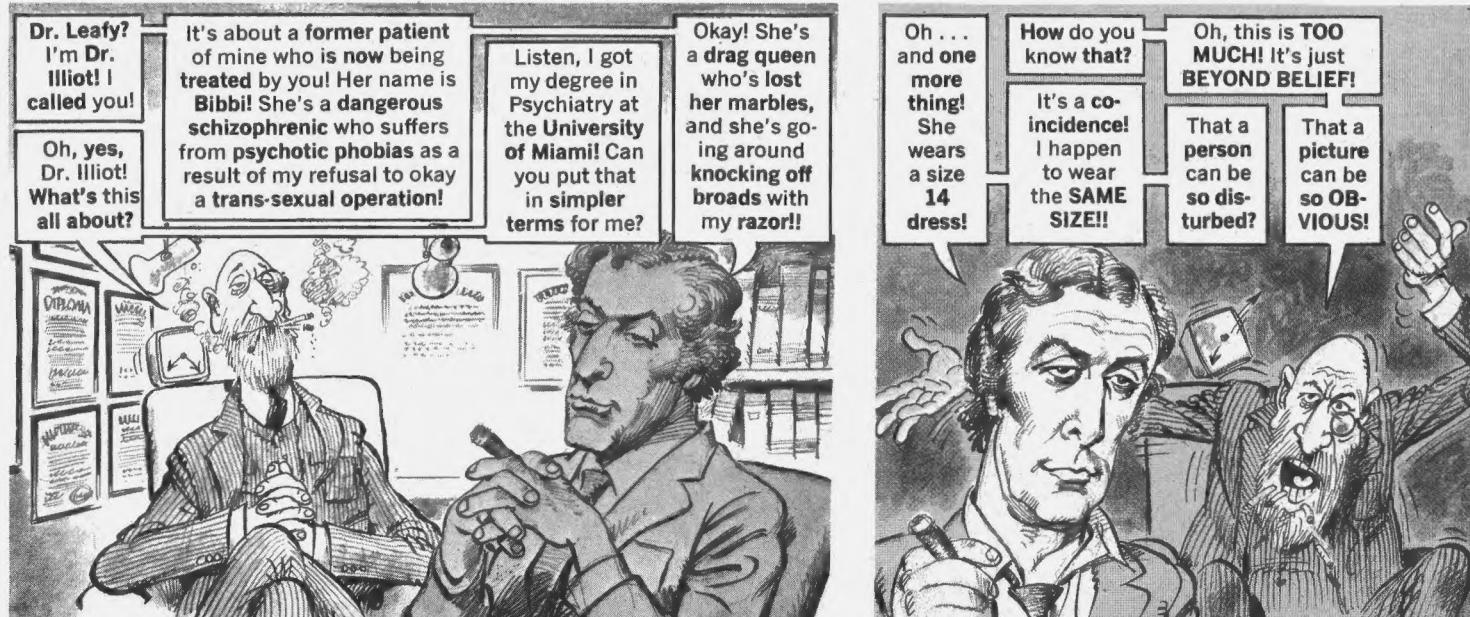
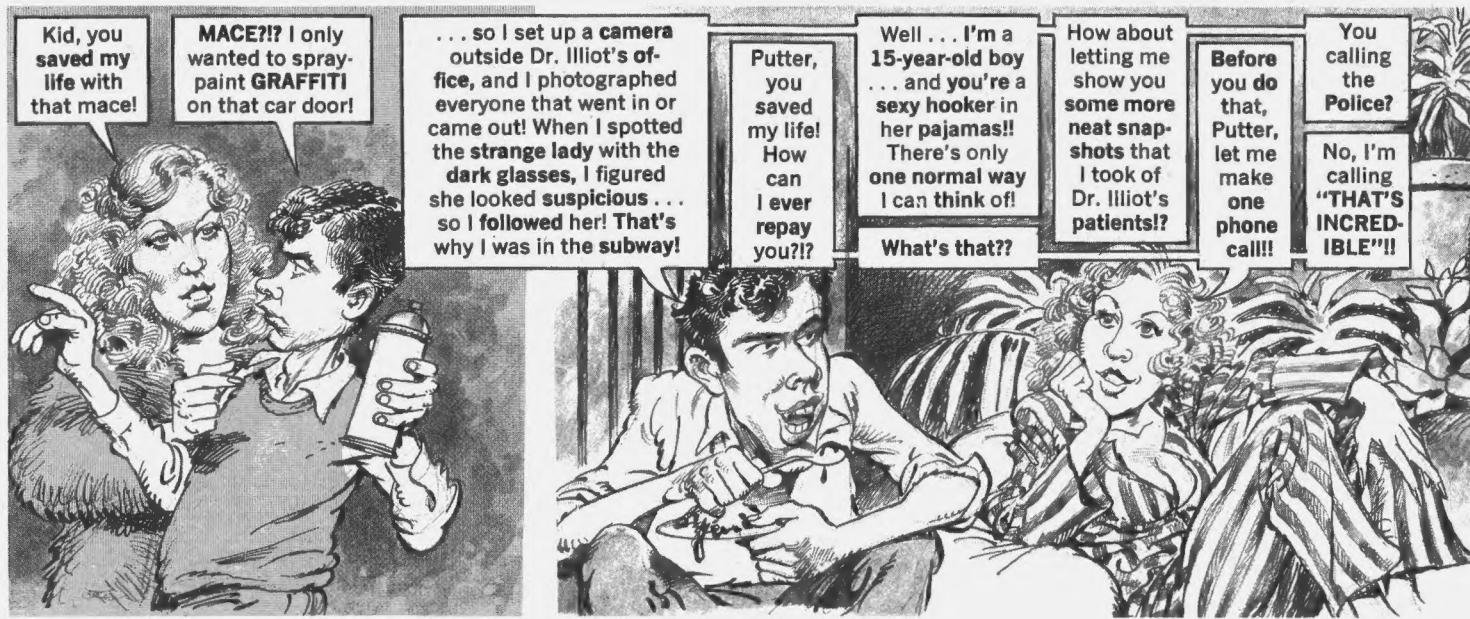
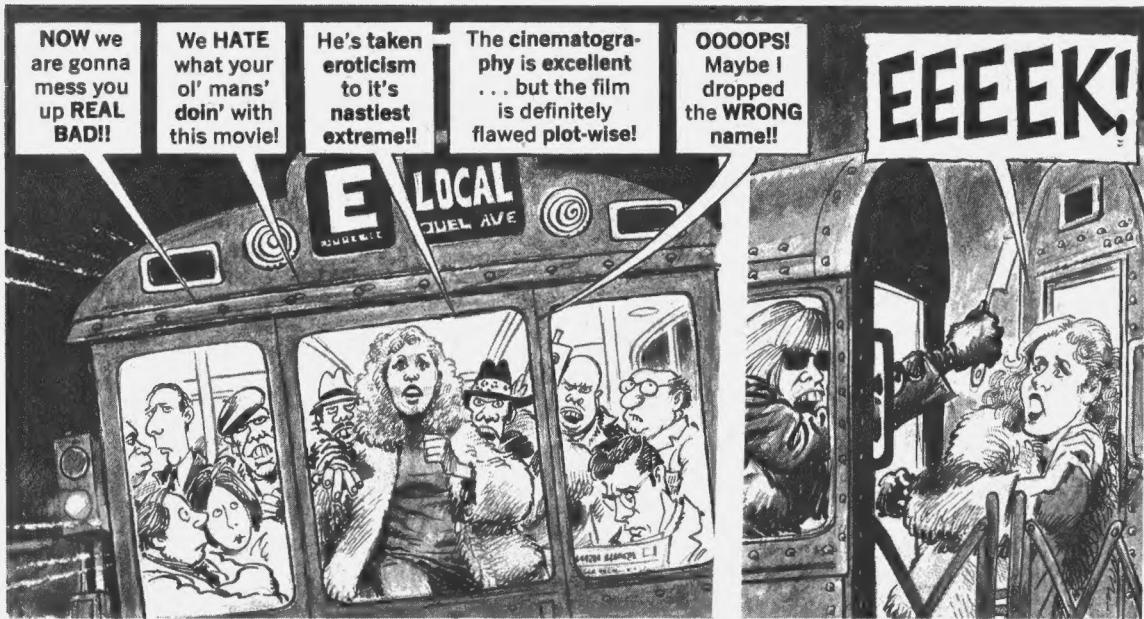
Big #\$\$%+ deal! No one would pay attention, Lady!

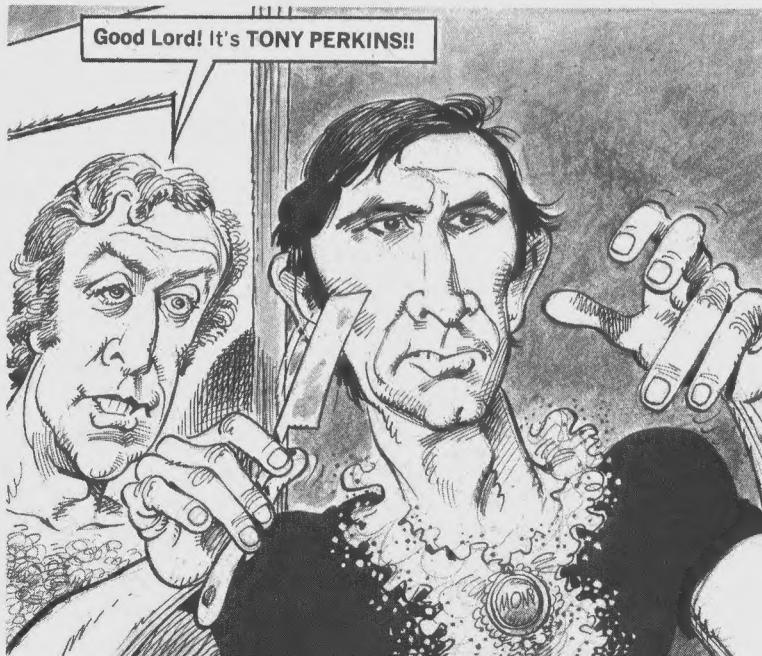
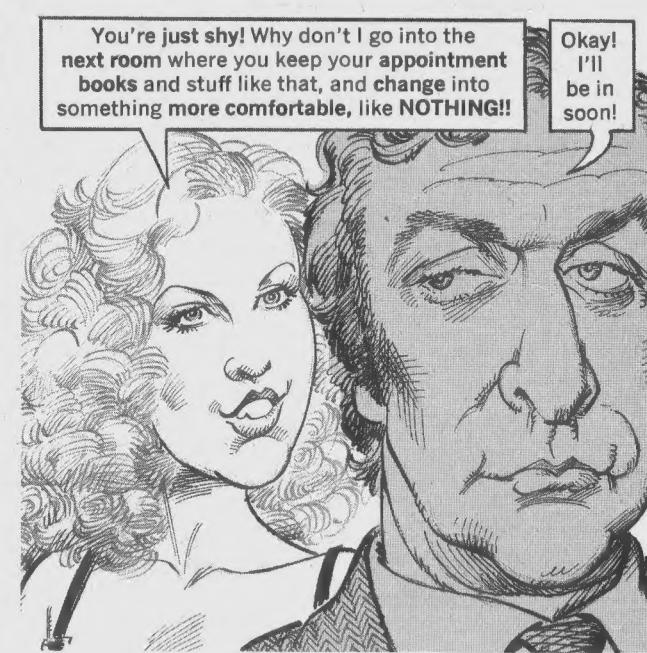
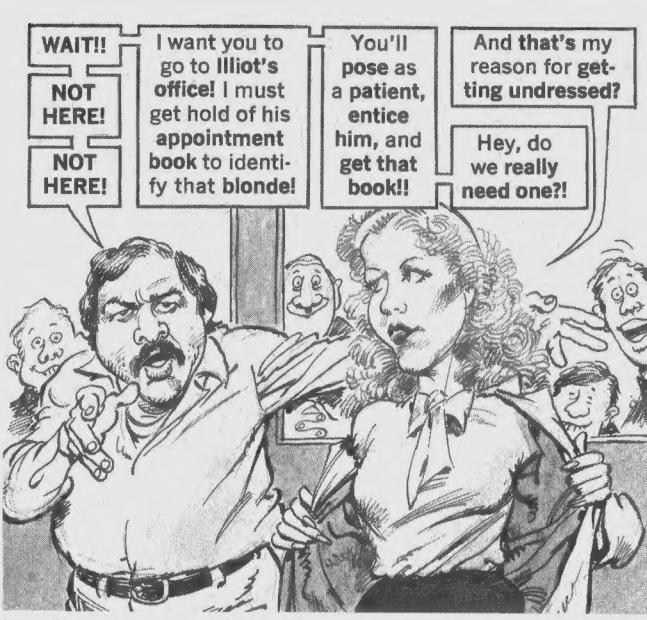
I'd call the Transit Police!

Not one Transit Policeman has been seen on a New York subway since 1964!!

My Husband's the DIRECTOR of this film . . . and he's standing ten feet away . . . THERE . . . with the camera!!







DON MARTIN DEPT.

# ONE MORNING ON A STREET CORNER



GETTING IT OFF THEIR CHEST DEPT.

DID YOU REALLY THINK THE T-SHIRT CRAZE STARTED ABOUT 5 YEARS AGO? WELL, SURPRISE!

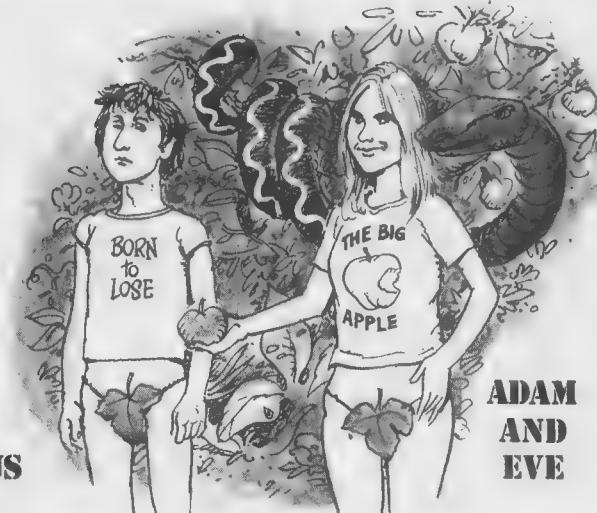
# T-SHIRT'S THIRD

ARTIST: HARRY NORTH

NAPOLEON AND JOSEPHINE



ADAM AND EVE



TARZAN



VENUS DE MILO



BARON VON RICHTHOFFEN



MOSSES



ROBINSON CRUSOE



IT STARTED ABOUT 5000 YEARS AGO! AND IF YOU DON'T BELIEVE US, JUST LOOK AT THESE...

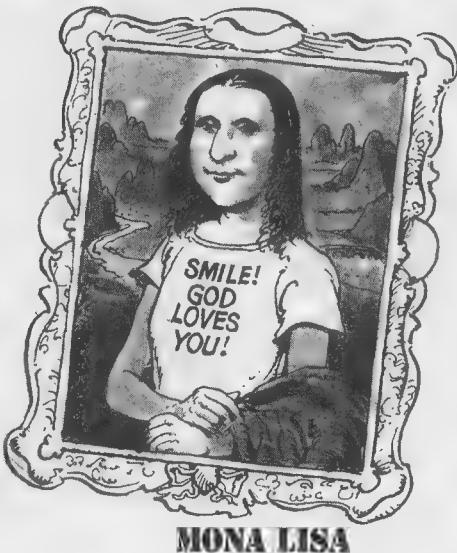
# DUGH THE AGES

WRITER: DICK DE BARTOLO

HENRY VIII



SMILE!  
GOD LOVES  
YOU!



KING KONG



COLUMBUS



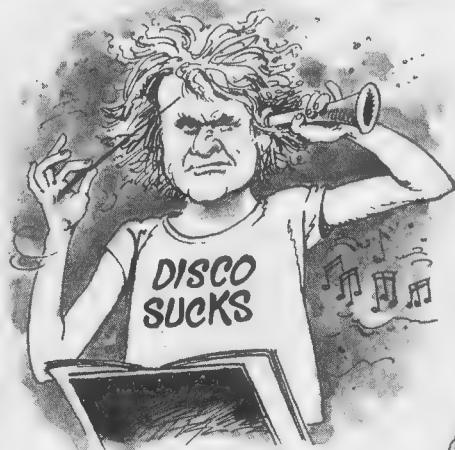
SAMSON AND DELILAH



JOAN OF ARC



BEETHOVEN



NO MORE  
MR. NICE GUY!

GENGHIS KHAN



**RE: VERSE PSYCHOLOGY DEPT.**

Parents love reading "Mother Goose" to their kids. The problem is that those old Nursery Rhymes don't prepare

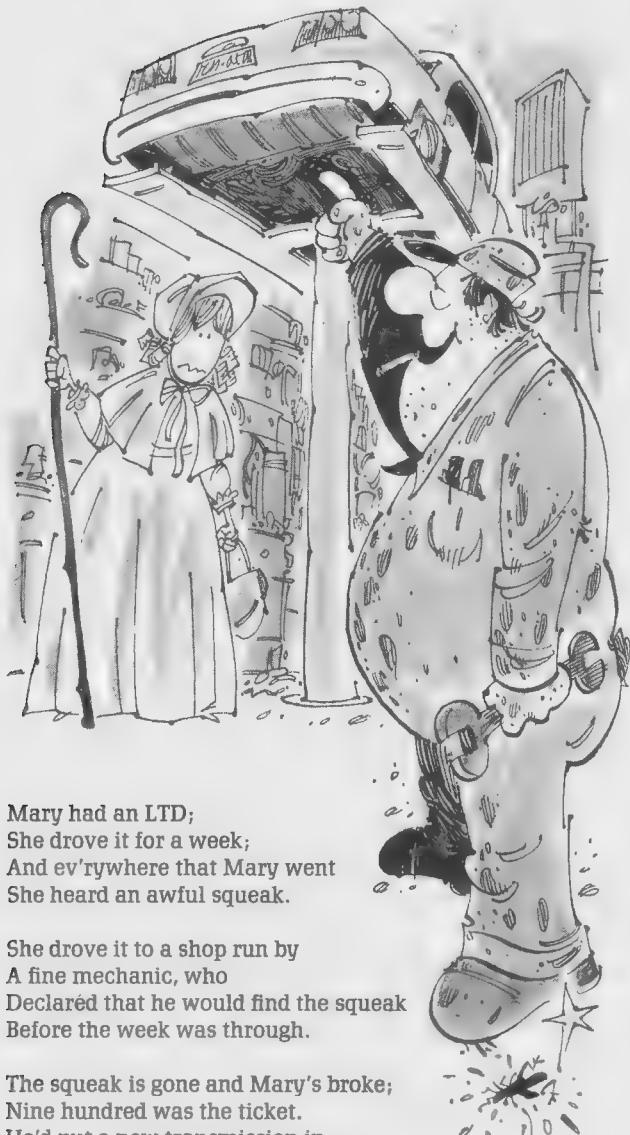
youngsters for their future careers. Wouldn't it be a great idea if career-oriented mothers and fathers were

# MAD'S CAREER-ORIENTED MOTHER GOOSE

ARTIST: PAUL COKER, JR. WRITER: FRANK JACOBS

## MARY HAD AN LTD

as told by an  
**AUTO MECHANIC**



Mary had an LTD;  
She drove it for a week;  
And ev'rywhere that Mary went  
She heard an awful squeak.

She drove it to a shop run by  
A fine mechanic, who  
Declared that he would find the squeak  
Before the week was through.

The squeak is gone and Mary's broke;  
Nine hundred was the ticket.  
He'd put a new transmission in—  
And taken out the cricket!

## JACK AND JILL

as told by an  
**ECONOMIST**



Jack and Jill  
Climb down their hill  
With water for the nation;  
Already, twice,  
They've raised their price  
To keep up with inflation.

Jack and Jill  
More buckets fill;  
They work until they totter;  
But though they're beat,  
They can't compete  
With cheap, imported water!

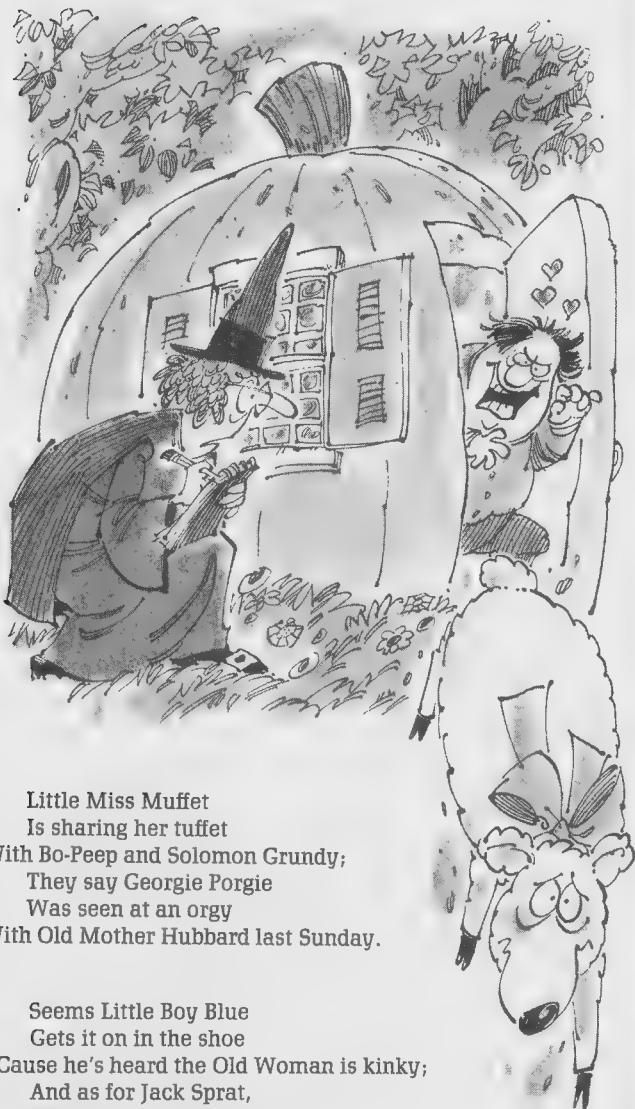
supplied with verses dealing with their particular jobs and professions? Then they could inspire their kids with



# ENTERTAINED DOSE

## LITTLE MISS MUFFET

as told by a  
**GOSSIP COLUMNIST**

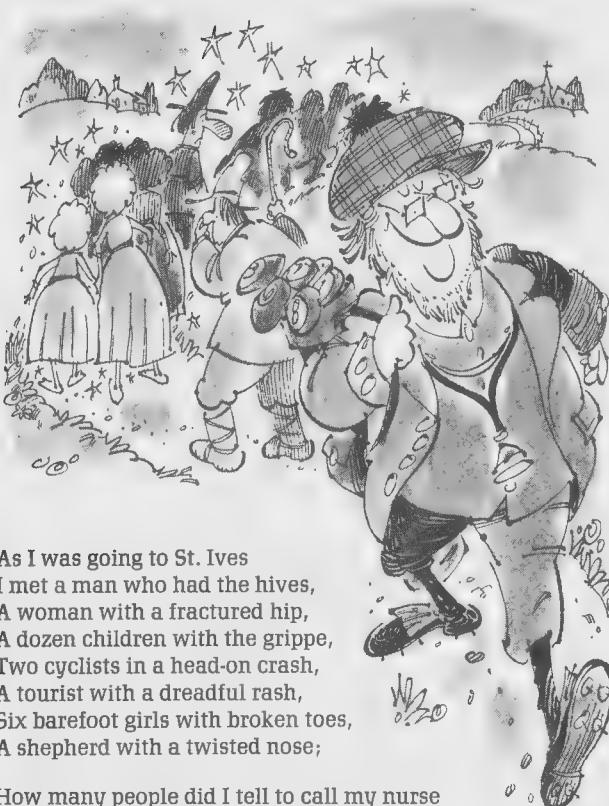


Little Miss Muffet  
Is sharing her tuffet  
With Bo-Peep and Solomon Grundy;  
They say Georgie Porgie  
Was seen at an orgy  
With Old Mother Hubbard last Sunday.

Seems Little Boy Blue  
Gets it on in the shoe  
"Cause he's heard the Old Woman is kinky;  
And as for Jack Sprat,  
Well, his wife left him flat  
And is living with Wee Willie Winkie.

## AS I WAS GOING TO ST. IVES

as told by a  
**DOCTOR**

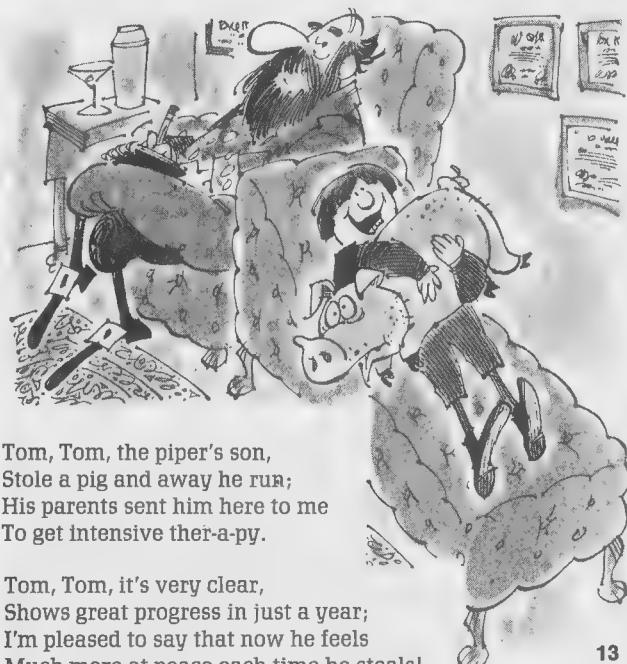


As I was going to St. Ives  
I met a man who had the hives,  
A woman with a fractured hip,  
A dozen children with the gripe,  
Two cyclists in a head-on crash,  
A tourist with a dreadful rash,  
Six barefoot girls with broken toes,  
A shepherd with a twisted nose;

How many people did I tell to call my nurse  
for an appointment during office hours after  
I returned from playing golf at St. Ives?

## TOM, TOM, THE PIPER'S SON

as told by a  
**PSYCHIATRIST**

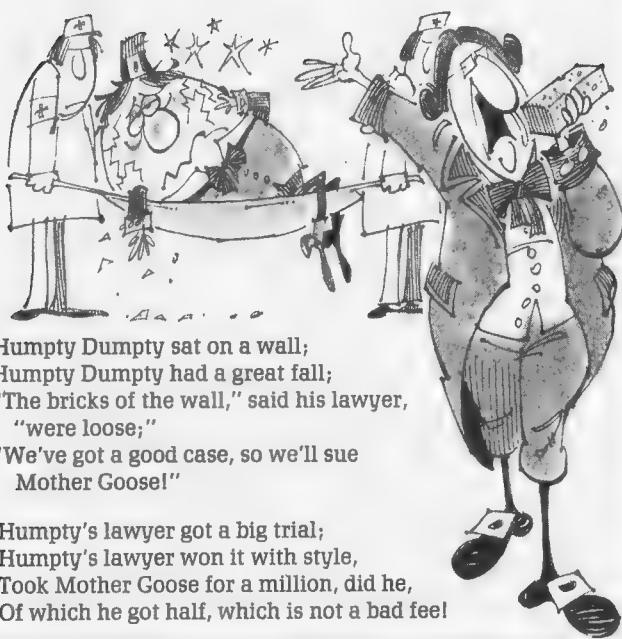


Tom, Tom, the piper's son,  
Stole a pig and away he run;  
His parents sent him here to me  
To get intensive ther-a-py.

Tom, Tom, it's very clear,  
Shows great progress in just a year;  
I'm pleased to say that now he feels  
Much more at peace each time he steals!

## HUMPTY DUMPTY

as told by a  
**LAWYER**

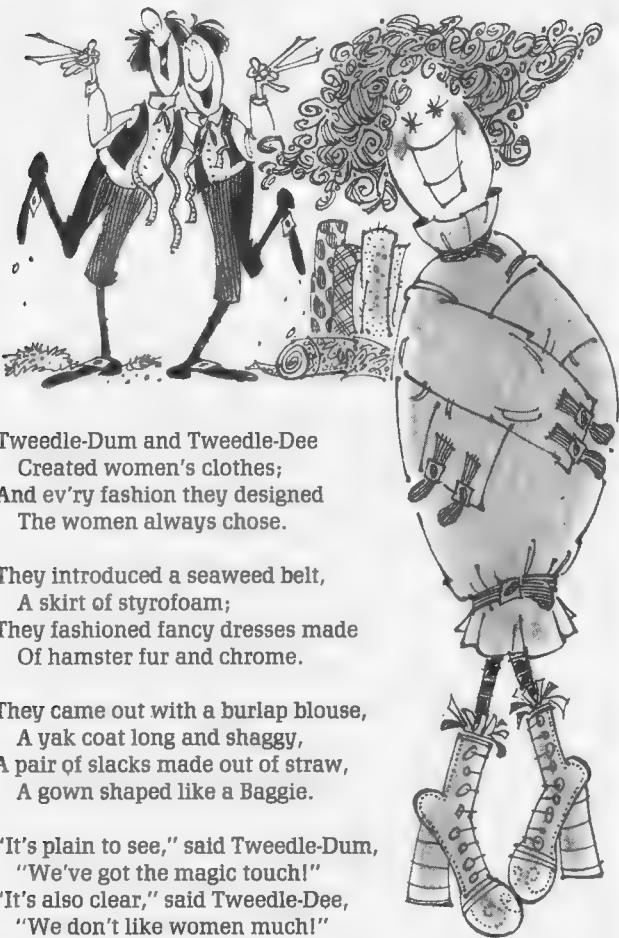


Humpty Dumpty sat on a wall;  
Humpty Dumpty had a great fall;  
"The bricks of the wall," said his lawyer,  
"were loose;"  
"We've got a good case, so we'll sue  
Mother Goose!"

Humpty's lawyer got a big trial;  
Humpty's lawyer won it with style,  
Took Mother Goose for a million, did he,  
Of which he got half, which is not a bad fee!

## TWEEDLE-DUM AND TWEEDLE-DEE

as told by a  
**FASHION DESIGNER**



Tweedle-Dum and Tweedle-Dee  
Created women's clothes;  
And ev'ry fashion they designed  
The women always chose.

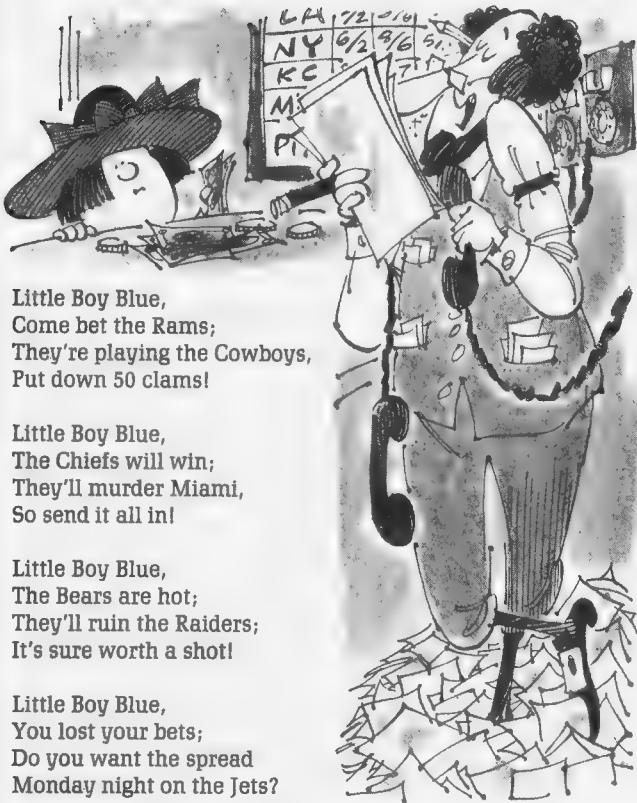
They introduced a seaweed belt,  
A skirt of styrofoam;  
They fashioned fancy dresses made  
Of hamster fur and chrome.

They came out with a burlap blouse,  
A yak coat long and shaggy,  
A pair of slacks made out of straw,  
A gown shaped like a Baggie.

"It's plain to see," said Tweedle-Dum,  
"We've got the magic touch!"  
"It's also clear," said Tweedle-Dee,  
"We don't like women much!"

## LITTLE BOY BLUE

as told by a  
**BOOKIE**



Little Boy Blue,  
Come bet the Rams;  
They're playing the Cowboys,  
Put down 50 clams!

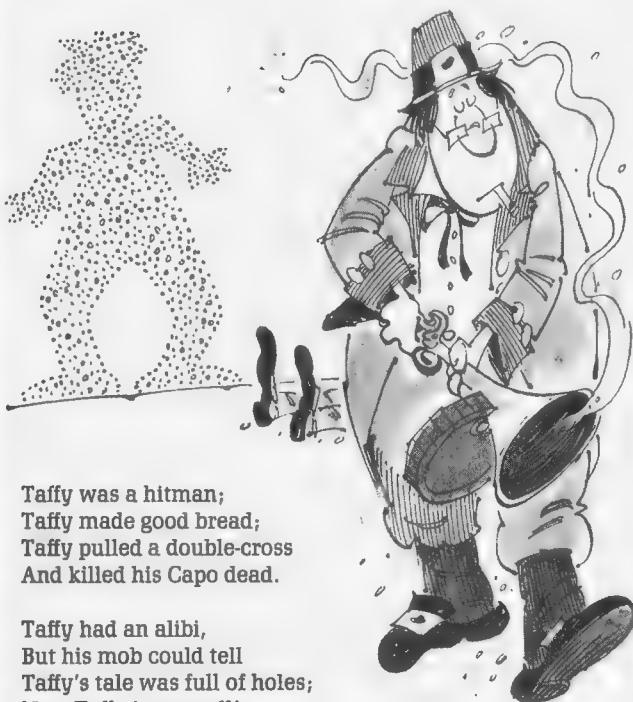
Little Boy Blue,  
The Chiefs will win;  
They'll murder Miami,  
So send it all in!

Little Boy Blue,  
The Bears are hot;  
They'll ruin the Raiders;  
It's sure worth a shot!

Little Boy Blue,  
You lost your bets;  
Do you want the spread  
Monday night on the Jets?

## TAFFY WAS A HITMAN

as told by a  
**MAFIA DON**



Taffy was a hitman;  
Taffy made good bread;  
Taffy pulled a double-cross  
And killed his Capo dead.

Taffy had an alibi,  
But his mob could tell  
Taffy's tale was full of holes;  
Now Taffy is, as well!

There are a lot of changes going on in the automobile industry these days. Unfortunately, Detroit's advertising hypes remain pretty much the same—as lavish and exaggerated as ever. Let's take a look at a typical new car ad:

**EXPERIENCE THE RIDING COMFORT, THE LUXURIOUS APPOINTMENTS,  
THE STUNNING STYLING AND THE ECONOMICAL PRICE OF THE NEW**

# **1979 FINSTER FIREBURNER**

**Including These Fabulous Standard Features**

- **POWER BRAKES: STOP CAR GOING 60 IN 30 FEET**
- **GETS 35 MILES PER GALLON ON THE ROAD**
- **GETS 24 MILES PER GALLON IN THE CITY**
- **GOES FROM 0 TO 60 MPH IN 10 SECONDS**
- **15,000 MILE FREE SERVICE GUARANTEE**
- **MEETS GOV'T. POLLUTION STANDARDS**
- **RIDES SIX IN LUXURIOUS COMFORT**
- **TREMENDOUS LUGGAGE SPACE**
- **INTERIOR CLIMATE CONTROL**
- **INTERIOR SOUND SYSTEM**
- **CITIZEN-BAND RADIO**
- **RUBBER BUMPERS**



Sounds great, huh? The problem is, you can't drive the ad! Now, let's see

# **HOW TO READ A NEW CAR AD**

● POWER BRAKES: STOP CAR GOING 60 IN 30 FEET



Unfortunately, they can only stop the driver in 40 feet!

● 15,000 MILE FREE SERVICE GUARANTEE



You'll use most of those 15,000 miles going back and forth to the Dealer's shop to replace the parts that don't work!

● INTERIOR SOUND SYSTEM



Unfortunately, most of the interior sound is engine noise.

● GETS 35 MILES PER GALLON ON THE ROAD



Sure, if it's the road down from Pike's Peak, and you coast.

● MEETS GOV'T. POLLUTION STANDARDS



Standing in the showroom, yes! But just start the engine!

● TREMENDOUS LUGGAGE SPACE



If you include the back seat after you fill up the trunk.

● GETS 24 MILES PER GALLON IN THE CITY



If you shift to neutral and let the traffic push you along.

● GOES FROM 0 TO 60 MPH IN 10 SECONDS



That's right . . . if you push this hunk of junk off a cliff.

● RIDES SIX IN LUXURIOUS COMFORT



That's true . . . if the six happen to be luxurious midgets.

● CITIZEN-BAND RADIO



You can use it to chew out the salesman who sold you this "lemon" while you're waiting for the tow truck to arrive.

● INTERIOR CLIMATE CONTROL



The windows have handles inside which raise and lower them!

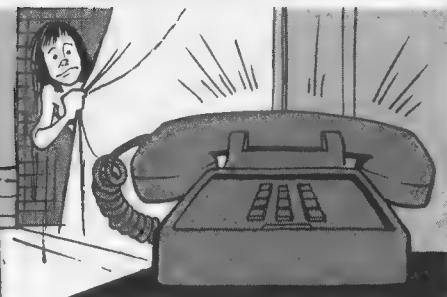
● RUBBER BUMPERS



These are just great, if you happen to have a rubber back.

# THE MAD S

**8.3 SECONDS**



... is the amount of time between when you first step into the shower till your phone starts to ring.

**37.1 MINUTES**



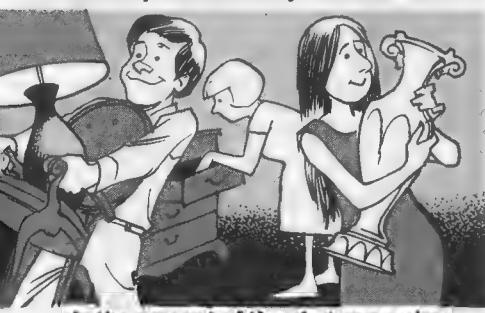
... is the amount of time you watch *The Tonight Show* before you doze off.

**5 YEARS, 9 MONTHS, 2 DAYS**



... is the amount of time you spend in your life looking for your keys.

**3 DAYS, 2 HOURS, 1 MINUTE**



... is the amount of time between when someone dies, and his heirs start laying claim to his worldly possessions.

**3 WEEKS AND 2 DAYS**



... is how long you're already back from vacation when the post card you sent your neighbor finally arrives.

**4 DAYS**



... is the amount of time between when the warranty on your TV runs out ... and something goes wrong with the set.

**9 MONTHS AND 3 DAYS**



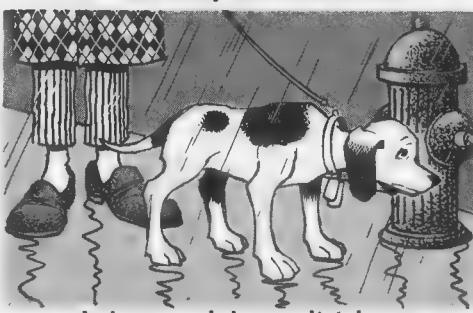
... is the time it takes for the foreign car part you need to be shipped.

**14 MONTHS, 2 DAYS**



... is how long you'll be dead when relatives stop coming to your grave.

**4 MINUTES, 46 SECONDS**

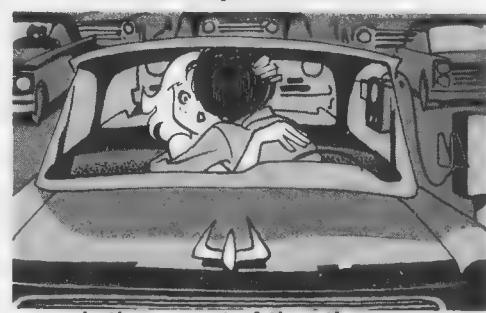


... is how much longer it takes your dog to find a suitable spot to do his thing whenever it is pouring outside.



ARTIST: BOB CLARKE

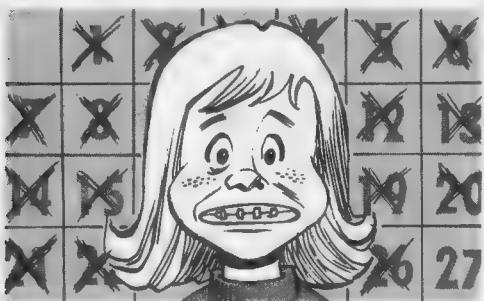
**4 MINUTES, 10 SECONDS**



... is the amount of time the average couple in a "Drive-In Movie" spends watching the action upon the screen.

# TOP WATCH

7 MONTHS AND 20 DAYS



... is how long after the Orthodontist promises to take off your braces that he finally does take the things off.



WRITER: JOHN FICARRA

27 MINUTES



... is the time it takes you to wrap a child's birthday present that the little brat will rip off in 2 seconds.

3 YEARS, 8 MONTHS, 9 DAYS



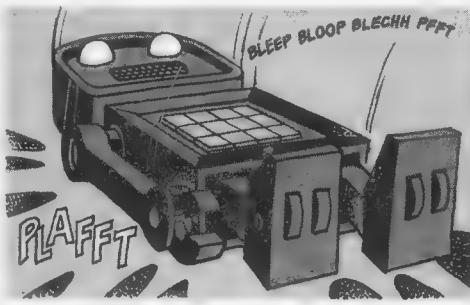
... Is the amount of time it takes a worker to make up the money he lost when he went on strike for more pay.

13 DAYS



... is the time it takes the Post Office to deliver a letter cross town.

16 MINUTES, 8 SECONDS



... is the amount of time the average battery in a new electronic toy lasts.

12 SECONDS



... is the amount of time that passes between when a man picks up a copy of Playboy and he flips to the centerfold.

1 MINUTE, 38 SECONDS



... is the time between when the winning horse crosses the finish line ... and the horse that you bet on comes in.

2 MINUTES, 12 SECONDS



... is the average time it takes a gal to find something in her purse.

29 SECONDS



... is how long a guest is on a "Talk Show" before he plugs his latest film.

3 MINUTES, 22 SECONDS



... is the amount of time the average American spends listening to a Presidential address before shutting it off.



# YOUR MAD HOROSCOPE

## ARIES

March 21—April 19

Dramatic developments! Some strong astrological forces clash—leaving your Moon Over Miami. Don't worry! This is not a Blue Moon, so you will bask in a magnificent Moonglow as Moonlight Becomes You. If any part of this horoscope confuses you, consult one of your parents or a friendly cocktail-hour piano player.

## MOON CHILDREN

June 22—July 22

A funny day. A washed-up comic in the Catskills is planning a big comeback at your expense. His words carry great weight, as does your blind date this evening. A small change in personnel where you work greatly improves conditions for everyone involved. In other words, you're getting the ax sometime this morning.

## LIBRA

September 23—October 23

Financial strains preoccupy you, but it's the neglected physical strain that could leave you with a hideous limp. Thoroughly test a new love before falling for him or her head-over-heels. (Use either a True-or-False or Multiple Choice format. Essay questions never work right and will take you much longer to grade.)

## CAPRICORN

December 22—January 19

Personal sacrifices for a child will bring you instant fame and financial gains. Then again, so probably would your sacrificing of a child! Appealing offers are not what they seem, so be prepared for a letdown when a current love finally lets you put your hand in her blouse. A horrible disease arises at school.

## TAURUS

April 20—May 20

Romantic entanglements can pose some problems so lay off the S&M for awhile. Focus on career matters, making sure your finger is not in front of the lens. The PM is an excellent time for love, so make sure you have an extra \$50 tucked in your wallet should the opportunity arise. (Put the rest of your cash in your shoe.)

## LEO

July 23—August 22

Your stars point to a new cycle and it's a beauty!—a bright red 10-speeder! Unfortunately, one of the foot pedals is missing, as are the screws for the hand brakes. Until these parts are ordered, it's back to riding the bus. Take heart! Make the most of your current success. Incredible as it may seem, you've peaked.

## SCORPIO

October 24—November 21

As you enter a new cycle, the stars are promising you an intense romance with a Leo. Normally, you would be compatable. In this case, however, the stars are referring to Leo Flogs—the town drunk and a suspected carrier of malaria and mail. Your idea spells profit. What is unknown is how do you spell relief?

## AQUARIUS

January 20—February 18

Some astral forces are playing tug-of-war with you now, so next time you buy a shirt, be sure to get a longer sleeve length. Work while others play, and you will grab the brass ring. You can either wear it on your pinky, or sell it for scrap. Cut through red tape. However, please do not fold, spindle or mutilate it.

## TODAY'S BIRTHDAY:

Your birthday was last month, schmuck! Ask your mother for the full story!

## GEMINI

May 21—June 21

The Big Dipper and the Little Dipper are jointly sending you messages. They're doing this to cut down on postage and handling charges which, as you know, are astronomical. The stars warn you that things at home are not what they appear. Beware especially of a Colonial-style sofa, a five speed blender or a bearded child.

## VIRGO

August 23—September 22

A troubling day. A piece of poultry is not as dead as you think, and is just waiting for you to open that refrigerator door. A business deal may take you out of town, but only a blind idiot would take you out to dinner! You refuse to think about anything but "the present". Buy him a shirt, and get it over with!

## SAGITTARIUS

November 22—December 21

Your moon is in the House of Representatives, where undercover FBI men are secretly filming its acceptance of a bribe. You have private wishes and opinions that are best left unvoiced as they are disgusting and depraved. A surprise promotion comes when a co-worker takes a leave of absence to give birth to your child.

## PISCES

February 19—March 20

An indecisive attitude on the part of someone you rely on for advice could get you into real trouble. Then again, it may not. Work keeps you from family affairs and family affairs keep you from work. Just what exactly you do all day remains one of life's great unsolved mysteries.

**JET SET FOR TAKE-OFF DEPT.**

Did you ever wonder what the wealthy, suave, beautiful people do besides hustle designer jeans on TV? Well, they spend most of their time partying, traveling, talking about sex, quipping unfunny one-liners and getting involved in murder! That is, if you believe the TV show that starts off each week with a gravelly voice saying:

This is my boss, Jonapun Har!  
He's a self-made millionaire!

And this is his Wife, Mrs. H.!  
She's gorgeous, and she really  
knows how to indulge herself!

Oh, yeah! My name is Lax! I take care of them both!  
Which is kinda ridiculous, even on TV! I mean, why  
would two successful adults need a baby sitter . . . ?



Incidentally, working for  
these two is sheer murder!

I mean, how would you like to have to listen  
to their constantly corny puns and one-liners?!

They think they're being  
witty and sophisticated

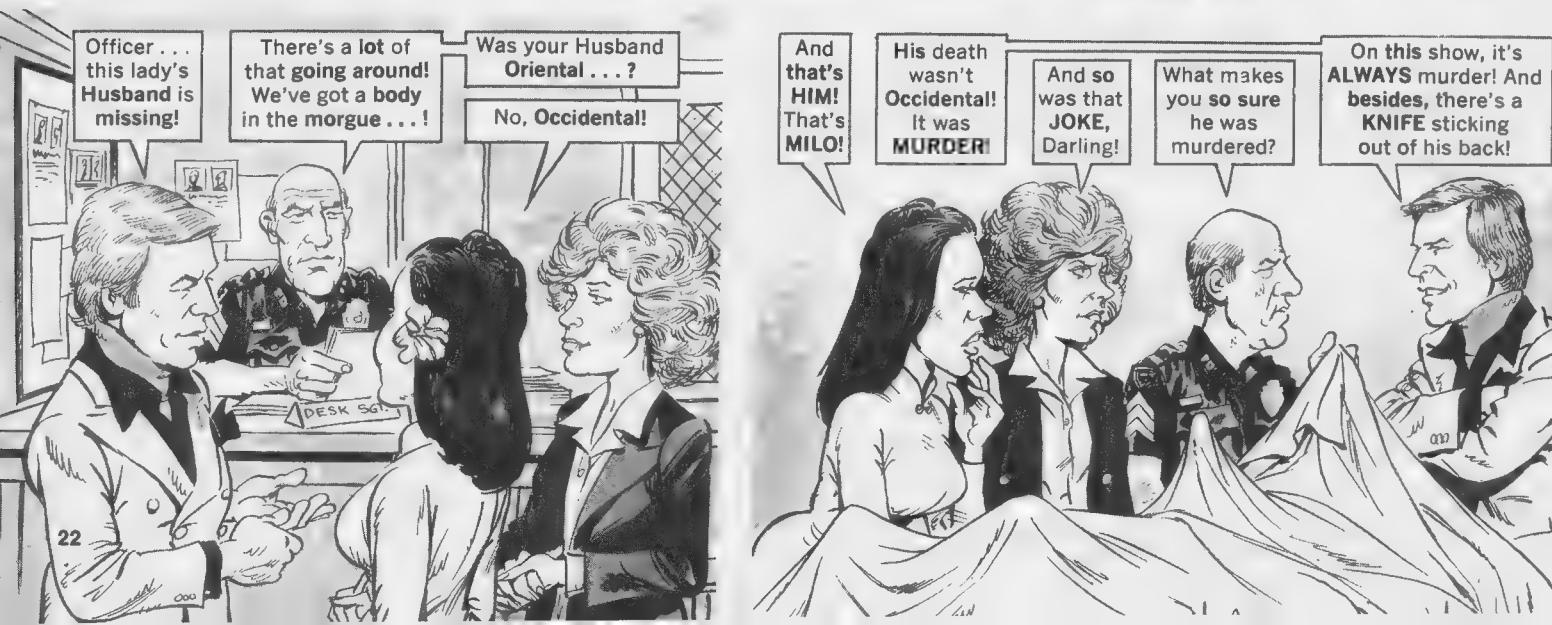
. . . while I'm  
suffering from

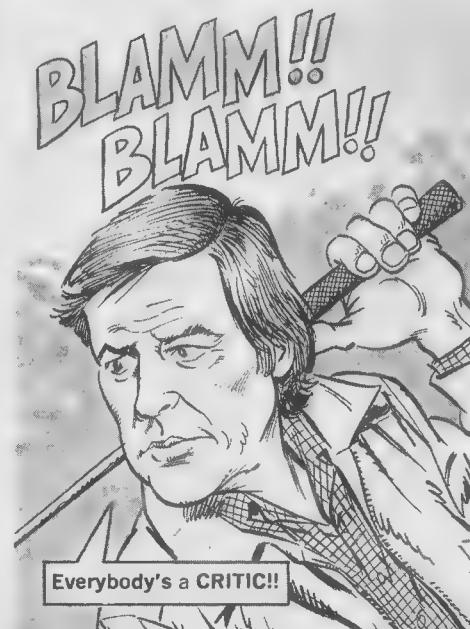
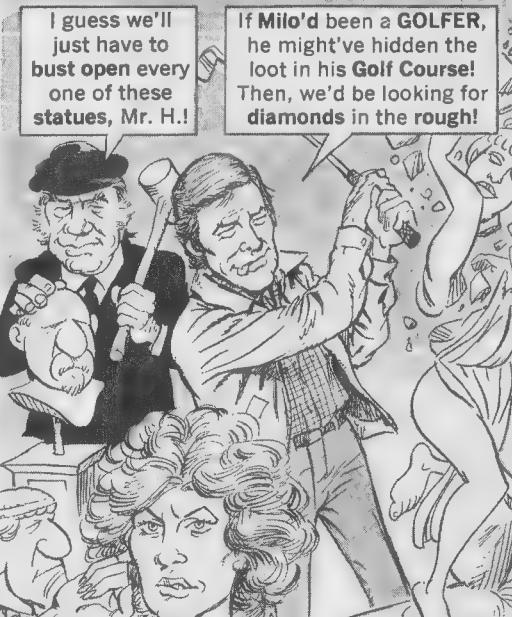
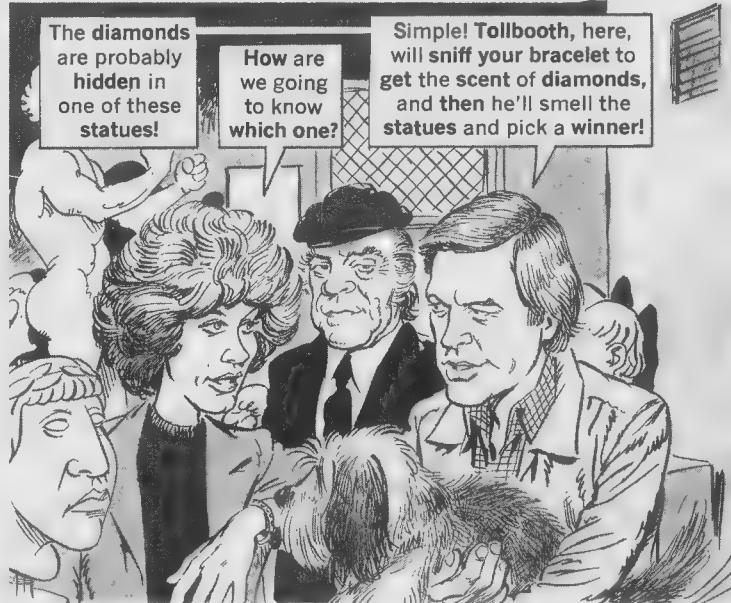
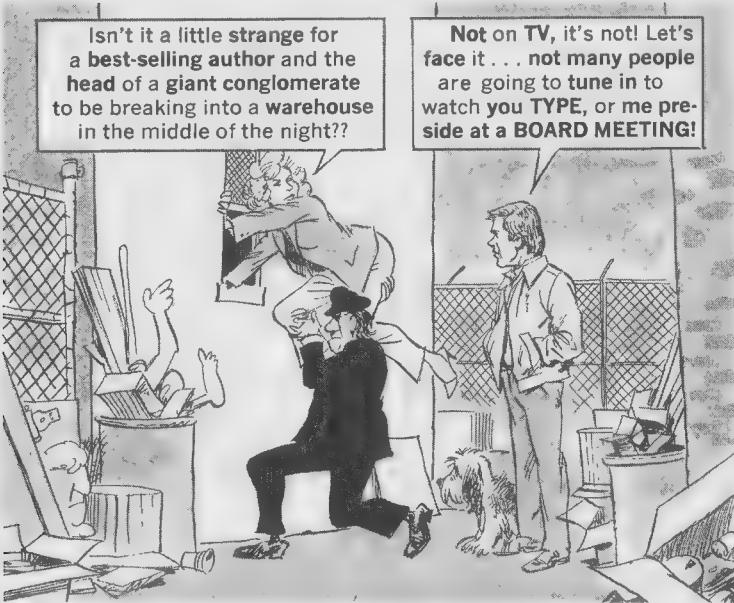
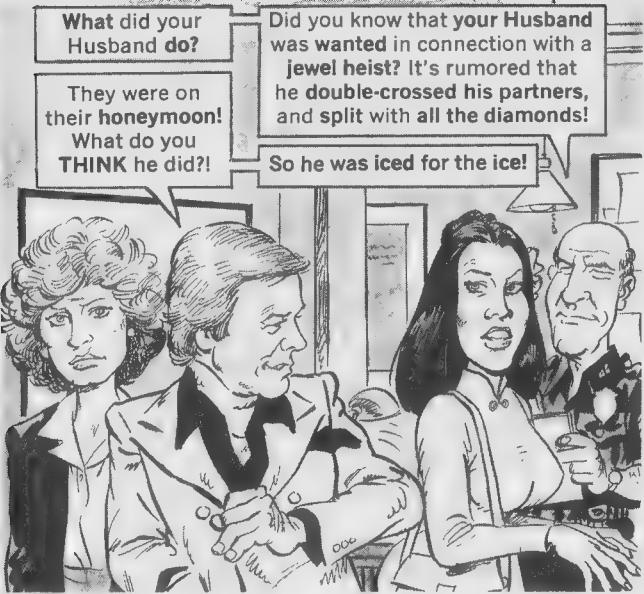
# HAR TO HAR

ARTIST: ANGELO TORRES

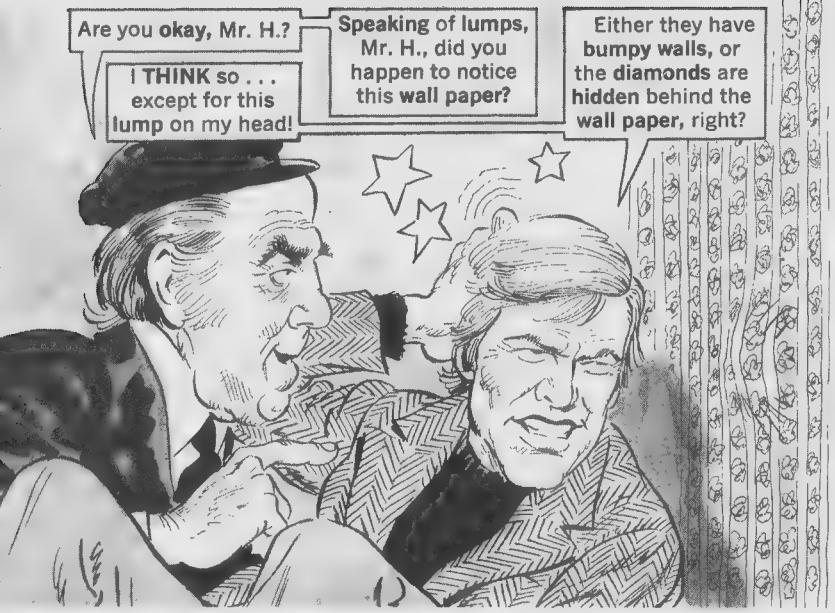
WRITER: LOU SILVERSTONE











Where to, Mr. H.?

They're holding Jenifun in a junk-yard in Hoboken!

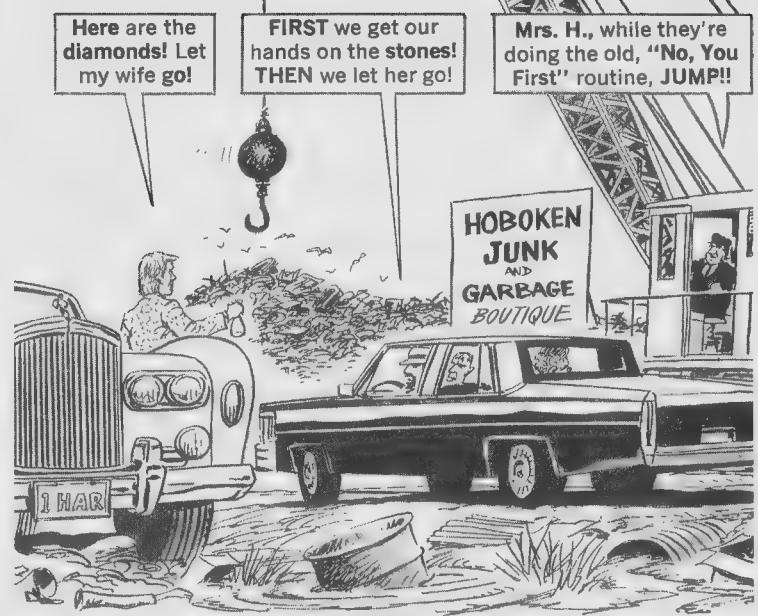
No kiddin'?! Usually, when she's kidnapped, they take her to some exotic place so we can have an exciting ski chase sequence, or an underwater scuba diving scene!



Here are the diamonds! Let my wife go!

FIRST we get our hands on the stones! THEN we let her go!

Mrs. H., while they're doing the old, "No, You First" routine, JUMP!!



Lucky I wore my jump suit today!

HALP!

Gentlemen, you are about to have an uplifting experience! I hope you enjoy your "high" until the police get here!



The financial world was stunned today by the news that Har Industries has filed for bankruptcy! According to insiders, the reason for the failure of the giant conglomerate was the continued absence of its playboy president, Jonafun Har!

Mr. Har had been dipping heavily into the company funds to finance his jet set pursuits like traveling . . . partying . . . murder . . . and talking about sex!



Did you hear that, Darling? We're BROKE!

Not to worry, folks! I got a few bucks in the bank! I made some good investments, and I sold my Har Industries stock at the top! So you could say I'm rich! We'll just go on living in the same house . . . !

Lax, dear, you are a treasure!

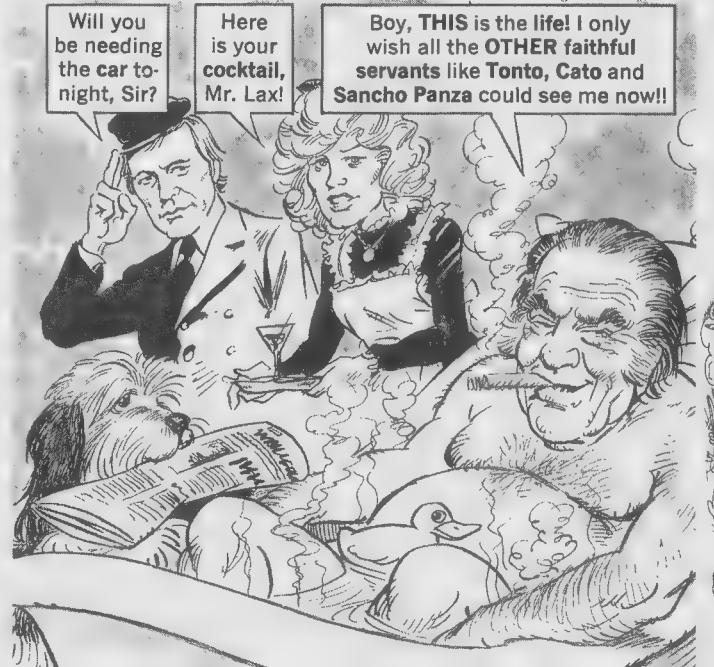
Of course, there'll be some minor changes . . .



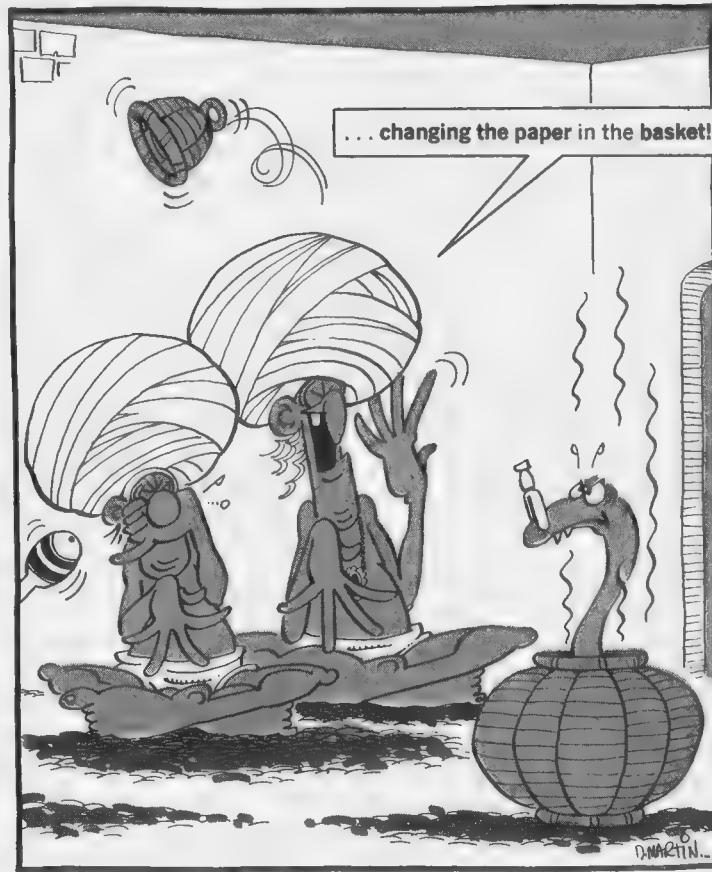
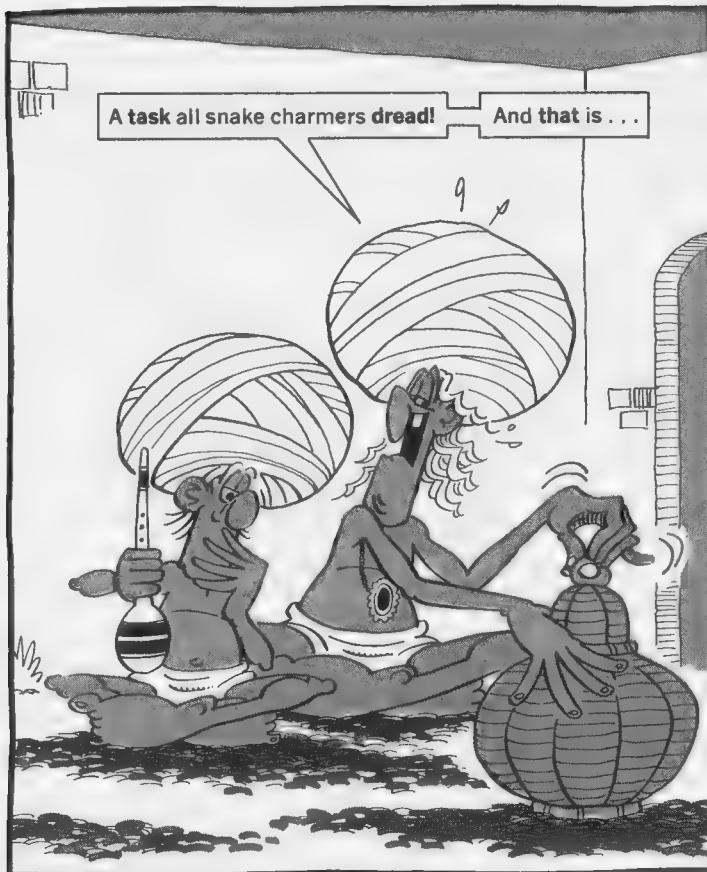
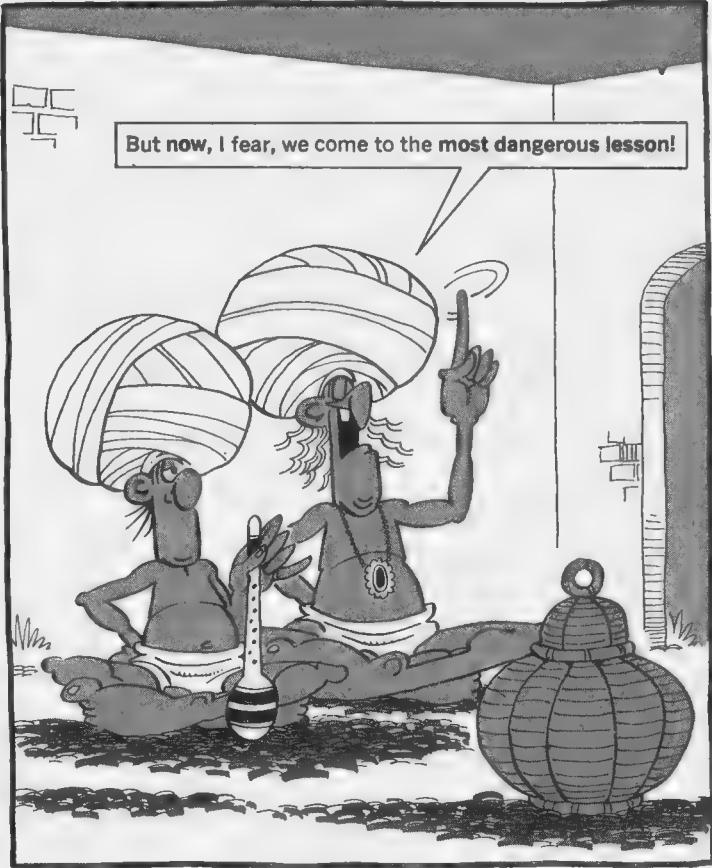
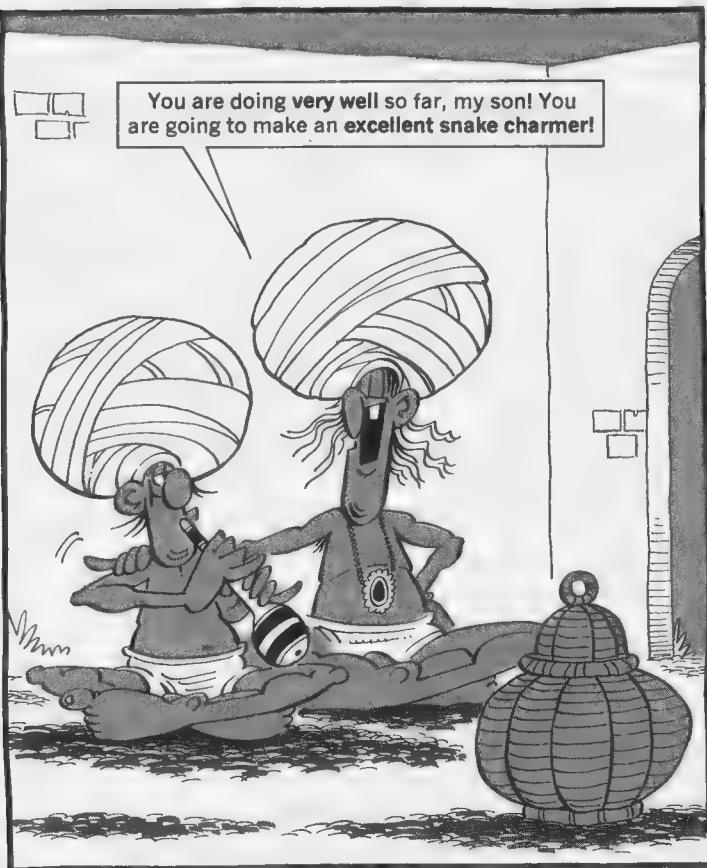
Will you be needing the car tonight, Sir?

Here is your cocktail, Mr. Lax!

Boy, THIS is the life! I only wish all the OTHER faithful servants like Tonto, Cato and Sancho Panza could see me now!!



# ONE AFTERNOON IN THE FAR EAST



NO SWEAT DEPT.

# MAD CAREERS FOR T



BATH ATTENDANT FOR A HELL'S ANGELS CLUB



LUTE PLAYER IN A PUNK ROCK BAND



GROUP LEADER FOR SLEEP THERAPY SESSIONS



MT. ST. HELEN REAL ESTATE DEALER



CLAM OBEDIENCE TRAINER



CHOREOGRAPHER FOR ZEN MEDITATION SESSIONS

# HE SLOW AND LAZY

ARTIST & WRITER: PAUL PETER PORGES



POM-POM GIRL FOR CHESS TOURNAMENTS



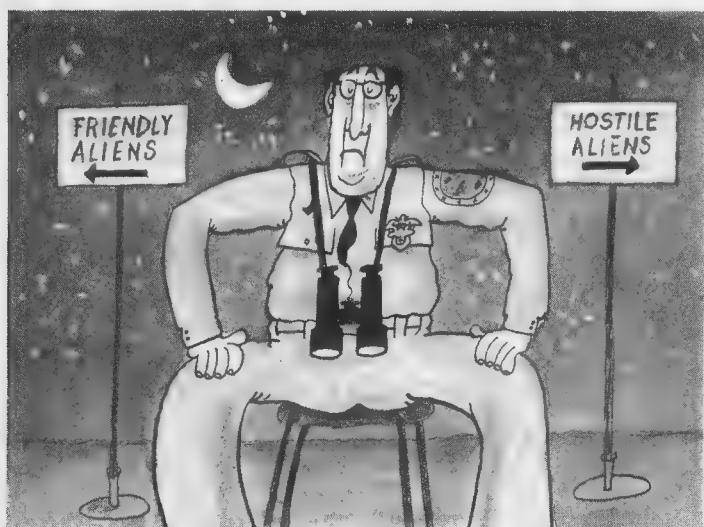
CHECK ROOM ATTENDANT AT A NUDIST CAMP



CADDY ON A MINIATURE GOLF COURSE



SEATTLE MARINERS WORLD SERIES TICKET SCALPER



U.F.O. CUSTOMS INSPECTOR



SNACK VENDOR AT WEIGHT WATCHERS MEETINGS

A few years ago, a new group of social activists appeared on the national scene . . . the militant anti-smokers. Through their efforts, smoking is now restricted in many public buildings, restaurants, businesses, elevators and most forms of

# PUBLICALLY PROHIBIT

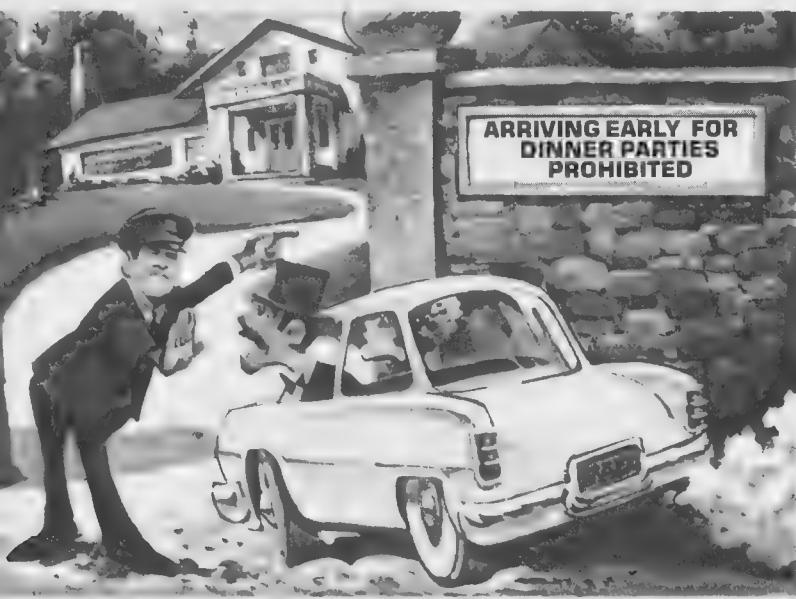
ARTIST: JACK RICKARD



Giving away the end of a movie to a person or persons who have not seen the film was federally outlawed in 1982 after Franz Grubernik, of Anaheim, California, caused a riot in the lobby of the Primo Theater in Los Angeles by revealing the shocking conclusion to Brian De Palma's latest suspense thriller, "Pressed To Kill," to 350 people at the premier, including Mr. De Palma.



The AMA had little criticism for this piece of government legislation concerning the Medical Profession. After being victimized for years by persons attempting to chisel free diagnoses from them at parties, tennis courts, etc., the Medical Community welcomed this statute to the books. Now, people soliciting gratis medical opinions are liable to a mandatory examination by a Proctologist with cold hands.



Until enactment of this 1982 law, guests who arrived early for dinner parties were merely considered inconvenient. However, it was quickly passed after the French Ambassador, his watch still set on Paris time, arrived six hours early for a party at the Spanish Embassy, stumbling upon the wife of the British Ambassador, the Mexican Ambassador and the entire Italian Embassy staff engaged in activities outlawed by the Geneva Convention.



Federal Law HR-79-144, enacted in 1983, prohibits the showing of grandchildren's photos to strangers in public buildings or on common carriers without the express written consent of the strangers. The penalties provide for fines up to \$300 for each offense, and/or the forced viewing of home movies of the arresting officer's own family on vacation.

transportation. But now that we have restrictions established for smoking, will we be able to ignore the other bad habits that we drive each other crazy with? MAD predicts that we'll someday wind up with laws and regulations like these

# ED BAD HABITS OF THE FUTURE

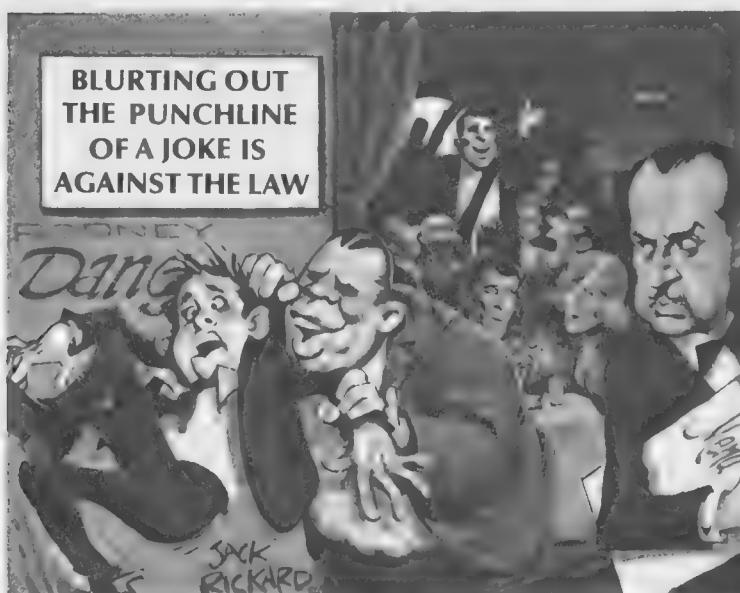
WRITER: DENNIS SNEE



First enacted in New York on a trial basis, this popular law thwarted rubbernecks and cheapskates alike in their quest for a free peek at the news. Reading over other people's shoulders is virtually non-existent today, largely due to the harsh penalties imposed by this law. Offenders can be sentenced to as many as thirty days of reading a train schedule through a fat person's legs if convicted.



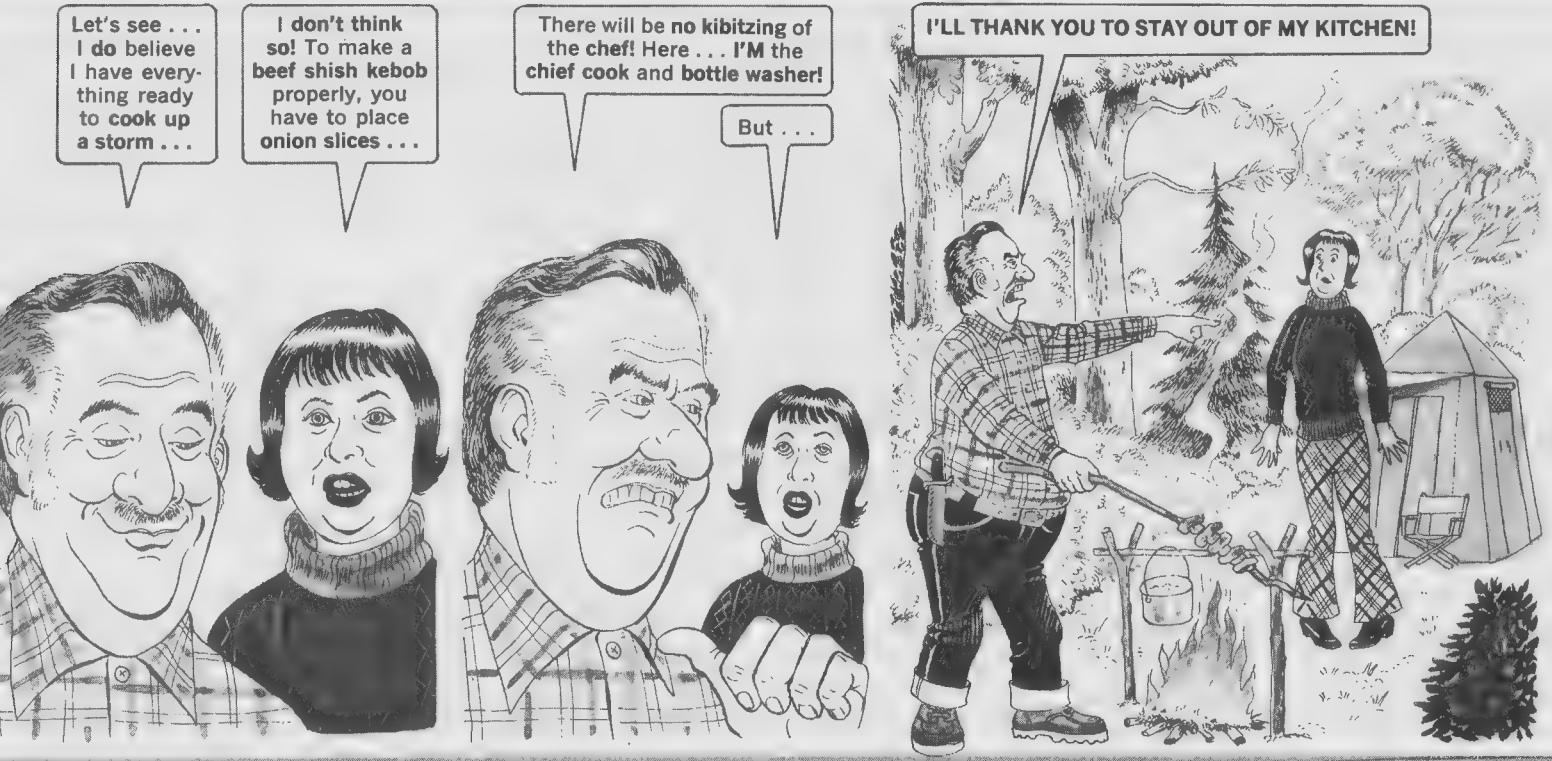
After a rash of suicide attempts by elevator operators driven to near-insanity by being asked repeatedly if it was hot enough for them, Congress passed this law in 1984. In addition, the law prohibits asking tall people "How's the weather up there?", etc. Only a last minute lobbying effort by The Optimists of America prevented "Have a nice day!" from being included in the long list.



Would-be comics have criticised this 1983 "Punchline Law" since its adoption, but it has discouraged those social bores from killing other people's jokes. The law also makes eviction of drunks and hecklers easier. And violators are now dealt with severely. Sentences range from forced labor in a Gag-Novelty Shop, to mandatory attendance at a Henny Youngman nightclub appearance.



Loss of private phone service and a stiff fine can result if anyone reaches a wrong number and hangs up without (1) expressing regrets for the inconvenience and (2) identifying himself. This 1982 statute also provides additional heavy penalties for wrong numbers made after midnight, or any time when causing persons to wake up, or interrupt a shower or bath or any other activity of a priority nature.



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...



**GONG GONG**

That's the Fire Bell! All right, children! Line up here quickly and quietly and march out of the school in an orderly manner!

I want to congratulate you children! You-all did that very well! It was a real pleasure to see how calmly and cheerfully you did that!

Now, we know we can count on you if the real thing happens!

Aw, gee! You mean it was only a DRILL??!



ARTIST & WRITER: DAVID BERG

Oh, goody! We're having a barbecue! What's the menu?

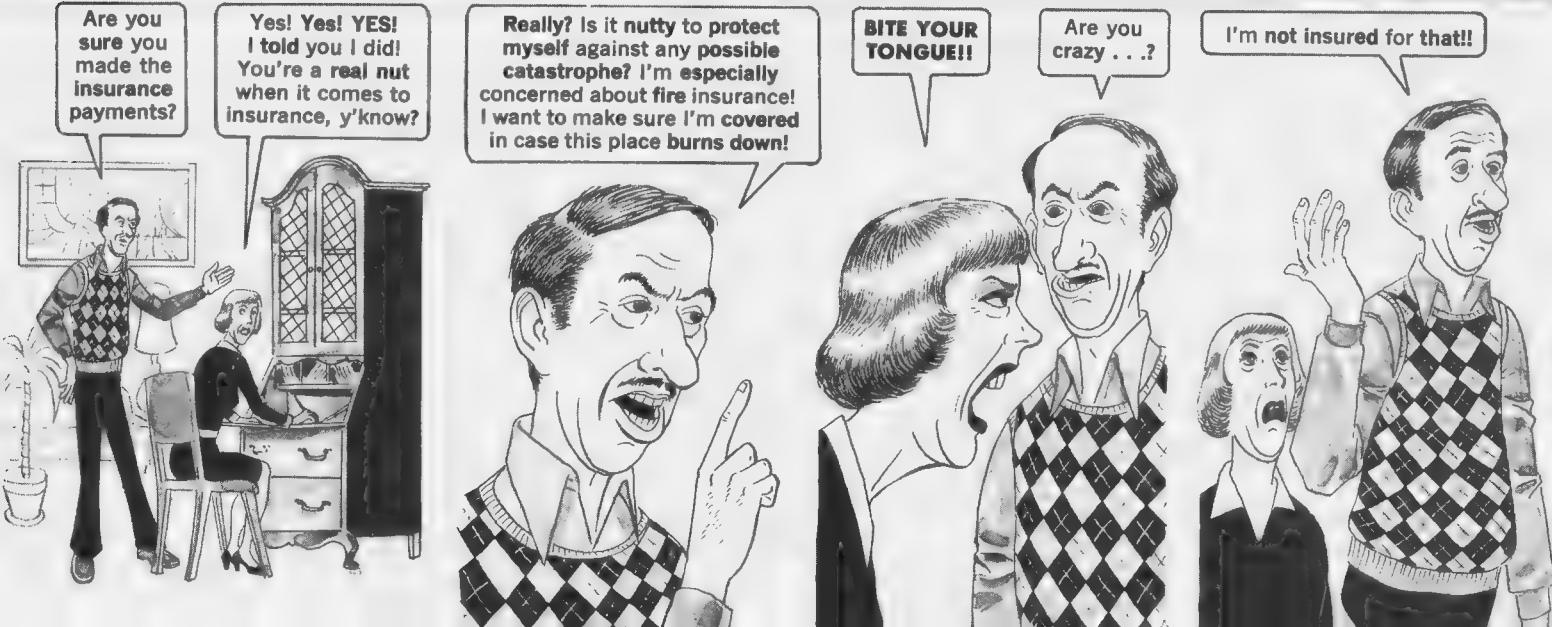
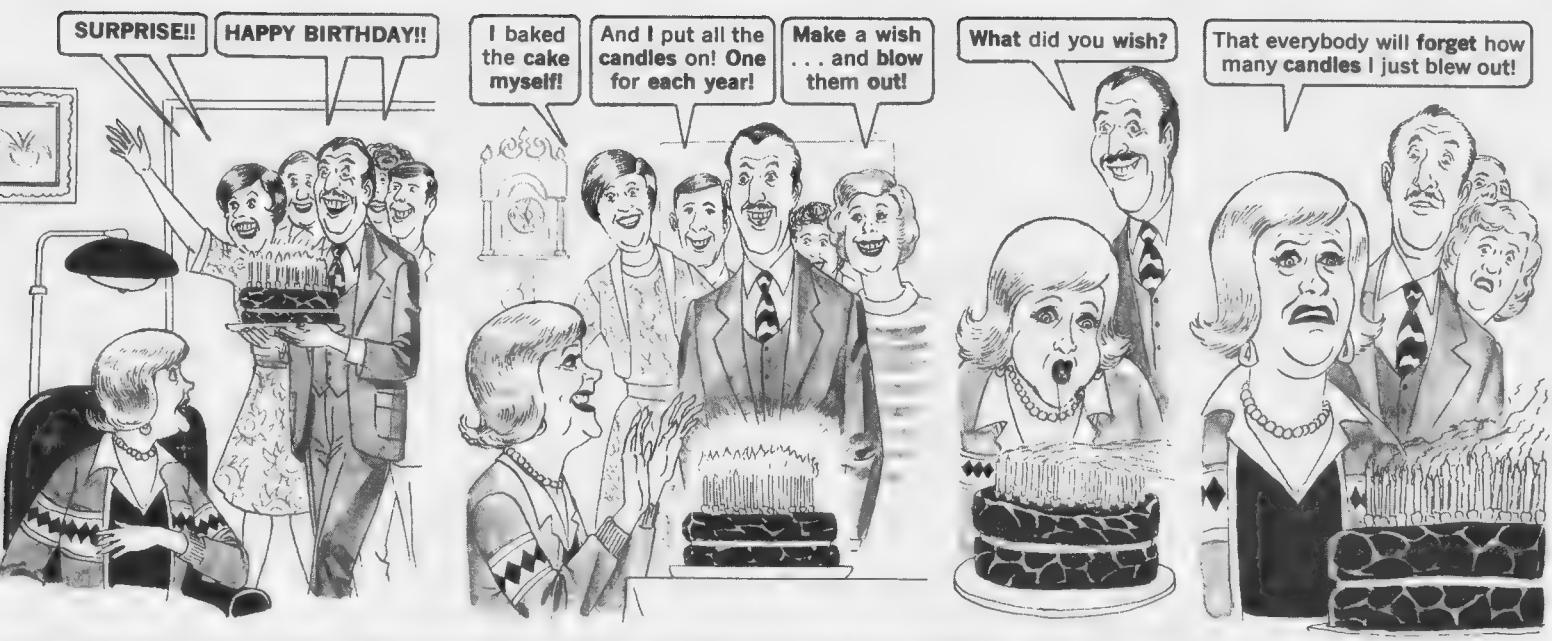
We're starting with a Greek salad! Then . . . we're having Hungarian goulash garnished with Bermuda onions, Italian lasagna, Chinese stir-fried vegetables and hot French bread with Swiss cheese . . .

. . . all cooked on a Japanese habachi!

That's a small banquet! What are we celebrating?

What else?!? American Independence Day!!





I'm so sorry, but the dinner I invited you over for is out! The stove isn't working!

Don't worry, baby! I'll show you how smart I am! Old Mr. Handyman will fix it for you!

Damn! This is impossible! The engineer who designed the pile of junk should be hung by his thumbs!

What are you trying to do?

Light your pilot light!

On an ELECTRIC STOVE?!!



We live in the "Throw-Away Age" . . . and this lighter is a prime example!

You buy one comparatively cheap, use it for a reasonable time, and when it's used up, the idea is to throw it away and buy another one!

But you've got a DRAWERFUL of OLD throw-away lighters!

I can't bring myself to throw them away!



I hate the smell of a burning cigar! Take it outside and smoke it! And while you're at it, do something useful out there, like raking the leaves!

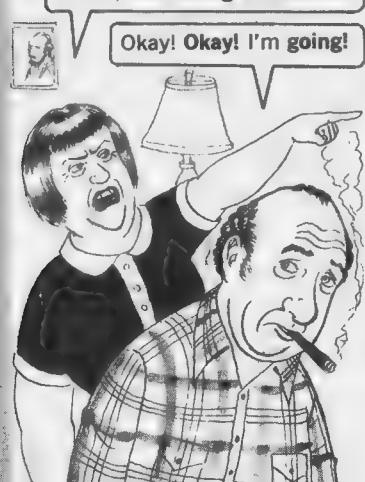
Okay! Okay! I'm going!



Now THAT's something I love . . . the smell of burning leaves!

Is that so?!

Well, A CIGAR IS BURNING LEAVES!!



**Hold it!** Before we sit down and the lights go out, I want to check where the "Exits" are!

Did you hear that? That's our **Bernard** who said that!!!

I'm so proud of him! Imagine, at his age, having the foresight to orient himself with all the escape doors in case of a fire emergency!

Just for that, I'm taking you to the candy counter! I'm going to reward you for being such a good boy!

What'n heck is taking **Bernard** so long . . . ?!?

Yeah! He was supposed to open the "Exit" doors so we could sneak in for free!



It's very romantic, having dinner by candlelight! But I can hardly see what I'm eating! What's this dish?

Viennese Sauerbraten!

And what's this one?

French Crêpes Suzettes!

And what's this one?

Irish Linen Napkin! How do you like it?

To tell you the truth, all these foreign dishes taste the same to me!



Here is a collection of editorials warning us that we are running out of domestic oil and natural gas, and the OPEC nations are bleeding us dry with their high oil prices!

And here is another collection of editorials warning us not to use the vast coal deposits we have instead, because burning coal will cause air pollution!

So I ask you . . . what is there left to burn??!

The editorials!



David Bero



#### A BIG HAND FOR LITTLE FEATS DEPT.

If you ever read the "Guinness Book Of World Records," you know that it lists accomplishments like "Coin Snatching," "Custard Pie Throwing" and "Smoke Ring Blowing." They even have records for "Hot Water Bottle Bursting" and "Onion Peeling," and they tell of a man who was struck by lightning 7 times. Well, all this makes entertaining reading, but it doesn't have very much to do with our everyday world. It's time, MAD feels, that we honored those achievements of the ordinary men, women and children living their ordinary lives. In other words, here are some of the marvelous accomplishments that might be recorded

# IF THE GUINNESS BOOK OF WORLD RECORDS DEALT WITH EVERYDAY LIFE

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

#### THE GREATEST CONSECUTIVE NUMBER OF BLIND DATES

is 33, experienced by Melvin Sturving of Denver, Colorado. Of the 33, the most disastrous one was the last one, which led to his marriage.



#### THE MOST PIECES OF JUNK MAIL RECEIVED IN 1 WEEK

is 903  
... by  
Morton  
Occupant  
of Des  
Moines,  
Iowa.



#### THE LONGEST TEMPER TANTRUM

was thrown by Billy Winkler, 7, of Kansas City, Kansas, after being refused a third Twinkie by his mother, July 1, 1979. Billy screamed and beat his fists on his Teddy Bear for 8 hours, 4 minutes, breaking the old mark set by Arnie Gink, of Bangor, Maine, who cried and stomped for 7 hours, 27 minutes, after not being allowed to see "Star Wars" for the fortieth time.



#### THE MOST DELICIOUS MEAL EATEN ON A DOMESTIC AIRLINE

was enjoyed by Frank Argly on a United Airlines flight from New York City to Los Angeles, July 12, 1977. The food was prepared by Argly's wife, Wanda, and carried on board by him in a paper bag. Argly, incidentally, is the holder of the record for The Only Delicious Meal Eaten On A Domestic Airline, as well.



## THE WORST TASTE IN CLOTHING

was exhibited by Elmo Nurdly, of Buffalo, New York, in June, 1976. Nurdly wore a used 1958 orange and blue warm-up jacket, plaid pants in clashing shades of purple and red, and saddle shoes to his school graduation, his Mother's funeral, his own wedding, and the local Burger King. Naturally, he was barred from entering on each occasion.



## THE LONGEST WAIT FOR A DATE

is 5 hours, 14 minutes, endured by Cecil Terhune of Birmingham, Alabama. On August 3rd, 1970, Terhune came to pick up Betty Sue Fingus, then waited in his Corvair while she changed outfits seven times, experimented with four hair styles, replaced her false eyelashes, manicured her nails, tried five different shades of lipstick, and shaved her legs before she showed up. The evening was spent bowling.



## THE MOST TELEPHONE RINGS DURING 1 CALL

occurred February 9, 1978, when Jasper Wheelock of Austin, Texas, woke up with a 105° fever, and phoned his Doctor. After exactly 278 rings, the call was finally picked up . . . by the Doctor's Answering Service.



## THE LARGEST CONSECUTIVE NUMBER OF OUT-OF-FOCUS VACATION SLIDES

is 97, shown to a group of neighbors by Ben and Harriet Zweibach of San Jose, California, following their 2-week trip to Ogden, Utah. Of the 97 slides, 63 were shown upside-down.



## THE MOST EXPENSIVE SIX-BLOCK TAXI RIDE

was taken by Zynam Lupescu, a Rumanian tourist, while visiting New York City. Mr. Lupescu hailed a cab on E. 33rd Street and got out on E. 39th Street 11 hours and 50 minutes later, after being driven all through Brooklyn, the Bronx and parts of Staten Island. Mr. Lupescu paid the meter fare of \$171.10 . . . after which he was roundly cursed out by the angry taxi driver for tipping a lousy \$15.



## THE MOST SHORT-LIVED ROCK GROUP

was "The Smelling Salts," made up of three guitar players and a drummer in East Lansing, Michigan. The group was organized at 11:34 P.M., October 3rd, 1974, and disbanded 5 minutes later after two members were arrested on drug charges, and a third named in a paternity suit.



## THE GREATEST GENERATION GAP

was experienced by Walter Crunlick, 47, and his son Mark, 17, in 1969. During a 172-day period, the two disagreed violently about 274 political, economic, social, moral, religious and environmental issues. The one issue they agreed on—Korean Fishing Rights—they refused to discuss.



## THE LEAST SUCCESSFUL HAIRPIECE

was worn by Byron Emberton, of Fort Smith, Arkansas, who, during a six-hour period on March 10th, 1976, was mocked, laughed at, snickered over, and humiliated by 27 people, including his wife, their 6 children, the UPS delivery man, and their family parrot. Emberton exchanged his hair piece for another . . . shortly thereafter setting the record for "The Second Least Successful Hairpiece."



## THE MOST MONEY SPENT ON A WOMAN WITHOUT MAKING OUT

is \$55,897.45, by Preston Urquahr of Baltimore, Maryland, during his crush on Evangeline Steegbarrow. The couple dated 113 times, during which they'd held hands twice... both times gloved. Although Miss Steegbarrow was fond of Preston, she'd just never felt right about "starting a relationship."



## THE MOST CANS OF BEER DRUNK WITHOUT GOING TO THE JOHN

is 17, by Rufus Mulvaney while watching a crucial ballgame in a tavern in St. Paul, Minnesota, on October 2nd, 1972. After finishing off the 17th can, Mulvaney raced to the John, and came within 3 paces of making it.



## THE MOST HOURS SPENT IN PSYCHIATRIC THERAPY WITHOUT PROGRESS

is 1,178, by George Quillcross of Joplin, Missouri. Of these, 1,161 were spent analyzing, with no success, a dream in which Quillcross was totally encased in a giant marshmallow.



## THE LONGEST WAIT FOR A BUS IN MILD WEATHER

is 5 hours, 30 minutes, endured by H. Fenton Tendrill, of Cincinnati, Ohio, on August 22, 1978. Tendrill waited at a designated bus-stop as sixteen No. 3 buses, none of them more than half-filled, passed him by. In desperation, Tendrill then lay down in the path of the seventeenth bus... which ran him over.



## THE BEST-FAKED HIGH SCHOOL EXAM

was a 7-page essay on the War of 1812, written in class by Milton Rubischer, 17, of Miami, Florida, on October 22, 1961. Milton received an A+, despite his not having the slightest idea of what the war was all about. His success inspired him to enter into Politics after graduation.



## THE LONGEST AMOUNT OF TIME SPENT IN A RESTAURANT WITHOUT SEEING ONE'S WAITER

is 2 hours, 11 minutes, by Darlene and Henry Undershot at the Blue Gull Bar And Grill in Lincoln, Nebraska. When the waiter finally did show up, he calmly informed the couple that they were too late for "The \$6.95 Early Bird Special Dinner."



## THE WORST COMPUTER FOUL-UP

occurred on November 30th in 1977, when Elvira Fosdick, 91, of Sun City, Arizona, was delivered seven thousand copies of "Gay Sex Magazine." Mrs. Fosdick was prepared to complain to the Post Office when she discovered that her husband, Sid, 94, enjoyed reading them.

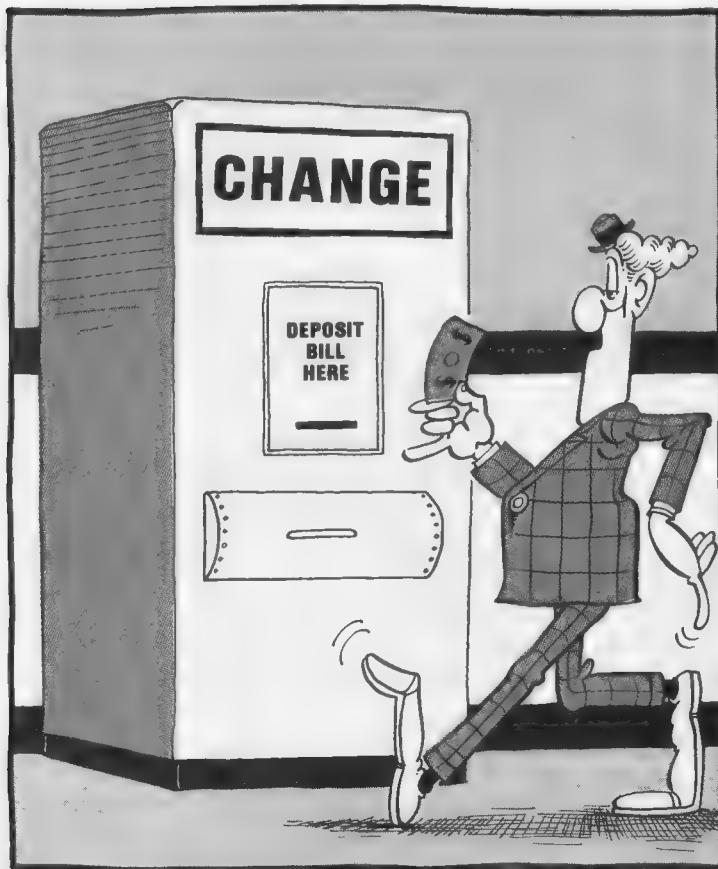


## THE MOST OBSCENE CALLS

is 2,378, received by Francine P. Furdiolino, of Austin, Texas. Of these calls, 127 developed into serious relationships.



# ONE NIGHT IN THE MIAMI BUS TERMINAL

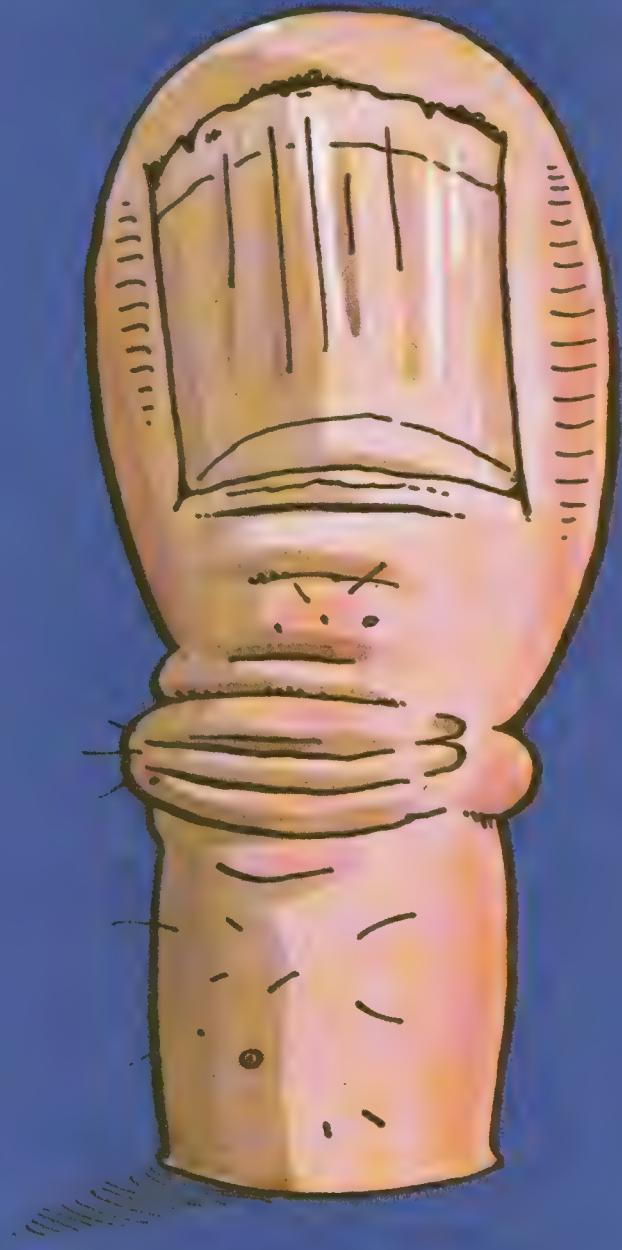




Norman Mailer



# THE TOE BANK NEEDS TOES



Pledge Yours Today!



# FIGHT DEMEANING PLEBNY



Give To The United Plebny Fund



# SMOKING

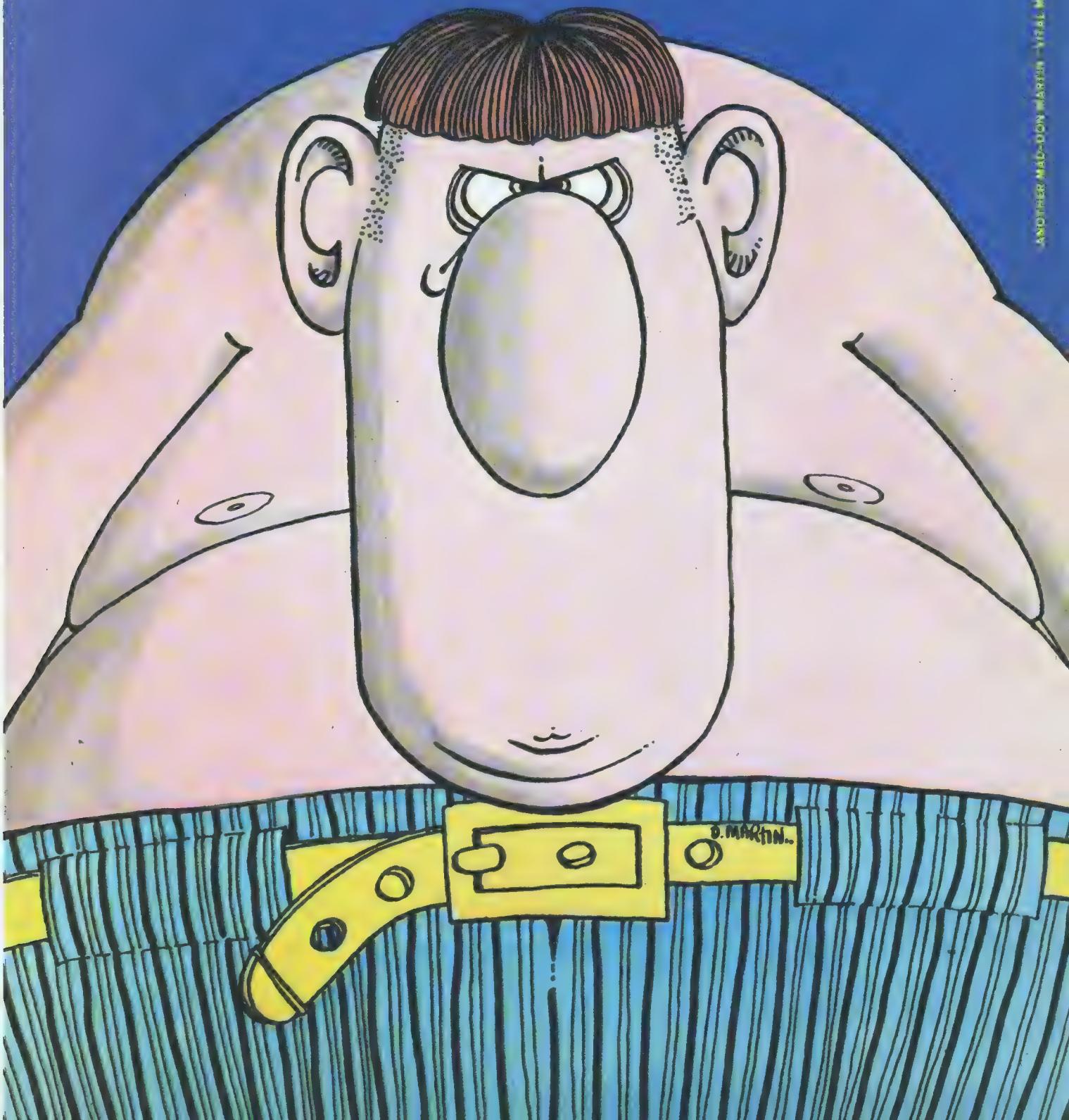


## IS A DRAG!

A MAD MINI-POSTER



# FONEBONE IS WATCHING YOU!





# **GOOD GOVERNMENT NEEDS A SENSE OF HUMOR**



## **THROW A PIE AT A POLITICIAN TODAY!**



# **WATCH OUT FOR FALLING BRICKS**





# WAIT!



DID YOU REMEMBER TO LEAVE A LIGHT  
BURNING TO DISCOURAGE BURGLARS?



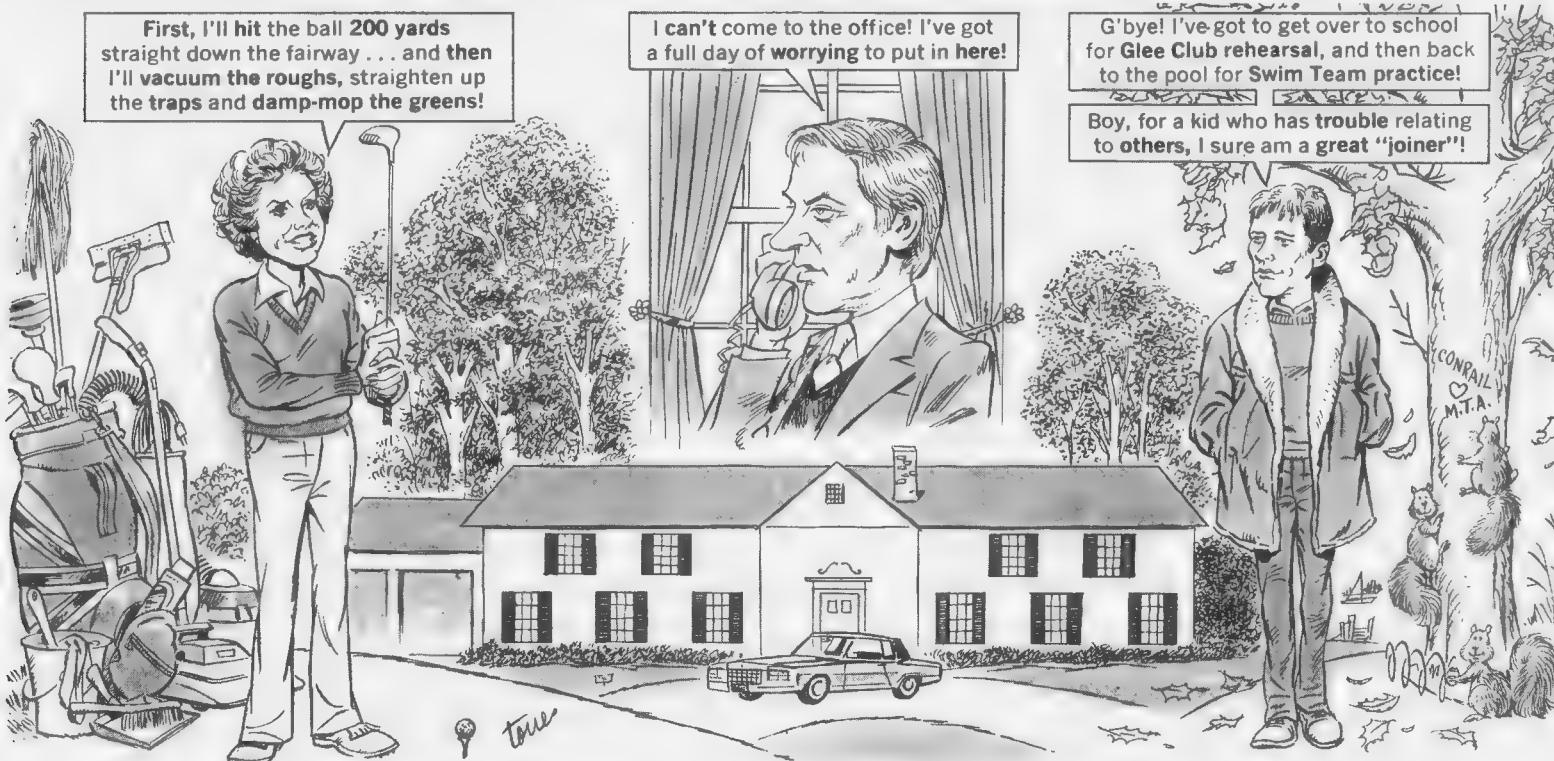
THAT'S THE WAY THE KOOKIES CRUMBLE DEPT.

HERE WE GO WITH OUR VERSION OF A MOVIE ABOUT ORDINARY PEOPLE WHO LIVE IN THIS ORDINARY \$450,000 SUBURBAN HOME . . .

. . . AND ABOUT AN ORDINARY MOTHER WHO IS ONE OF THE GREAT LOOKERS OF OUR TIME (JUST LIKE YOUR MOM, RIGHT?), AND WHO IS AN ORDINARY CHAMPION GOLFER (JUST LIKE YOUR MOM, RIGHT?), AND WHO IS A NUT ABOUT CLEANLINESS AND ORDER (JUST LIKE YOUR MOM, RIGHT?—RIGHT!!)

. . . AND ABOUT AN ORDINARY FATHER WHO IS TERRIBLY CONCERNED ABOUT HIS WIFE'S AND SON'S HAPPINESS (JUST LIKE YOUR DAD, RIGHT?) ACTUALLY, HE SHOULD BE MORE CONCERNED ABOUT THEIR STARVING . . . SINCE HE'S ALWAYS HANGING AROUND THE HOUSE INSTEAD OF GOING TO WORK!

. . . AND ABOUT AN ORDINARY HIGH SCHOOL KID WITH AN ORDINARY DEEP DARK SECRET WHO HAS JUST RETURNED FROM THE ORDINARY STATE HOSPITAL FOR THE INCURABLY BLAND . . .

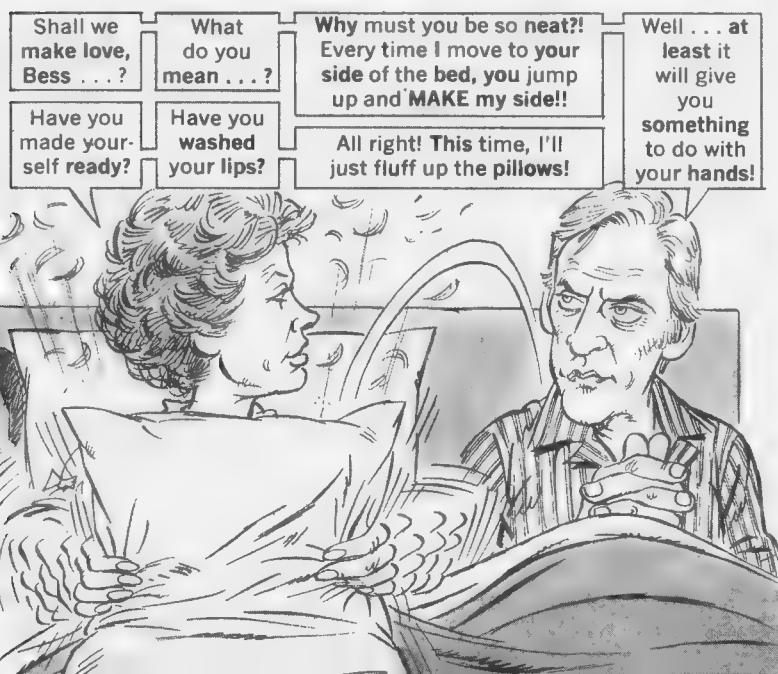


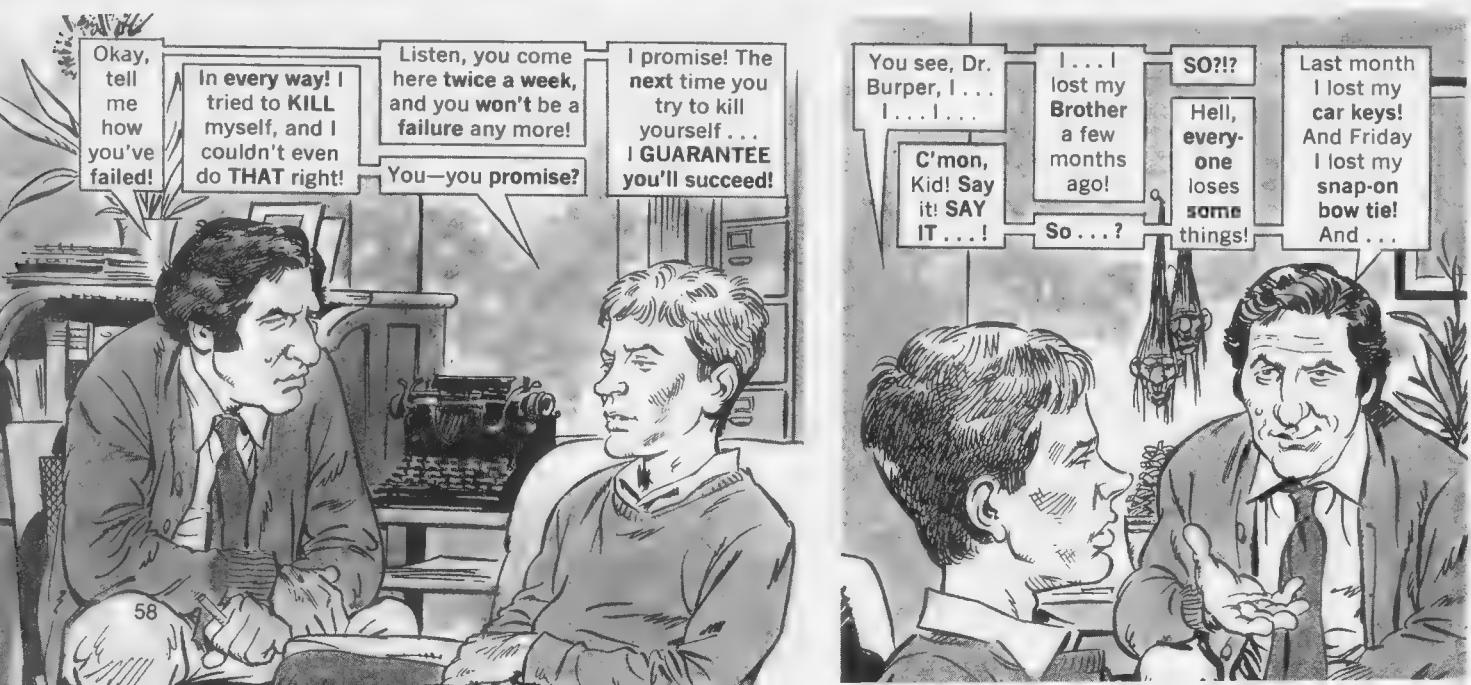
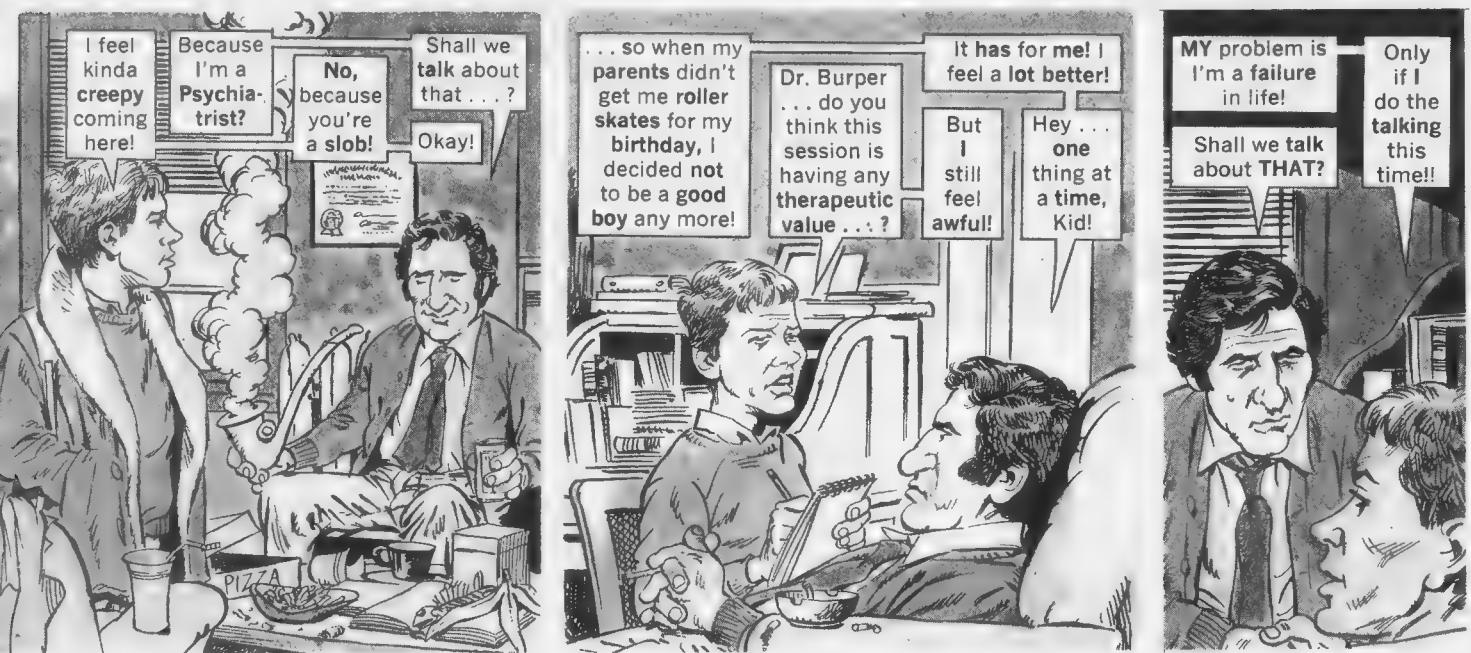
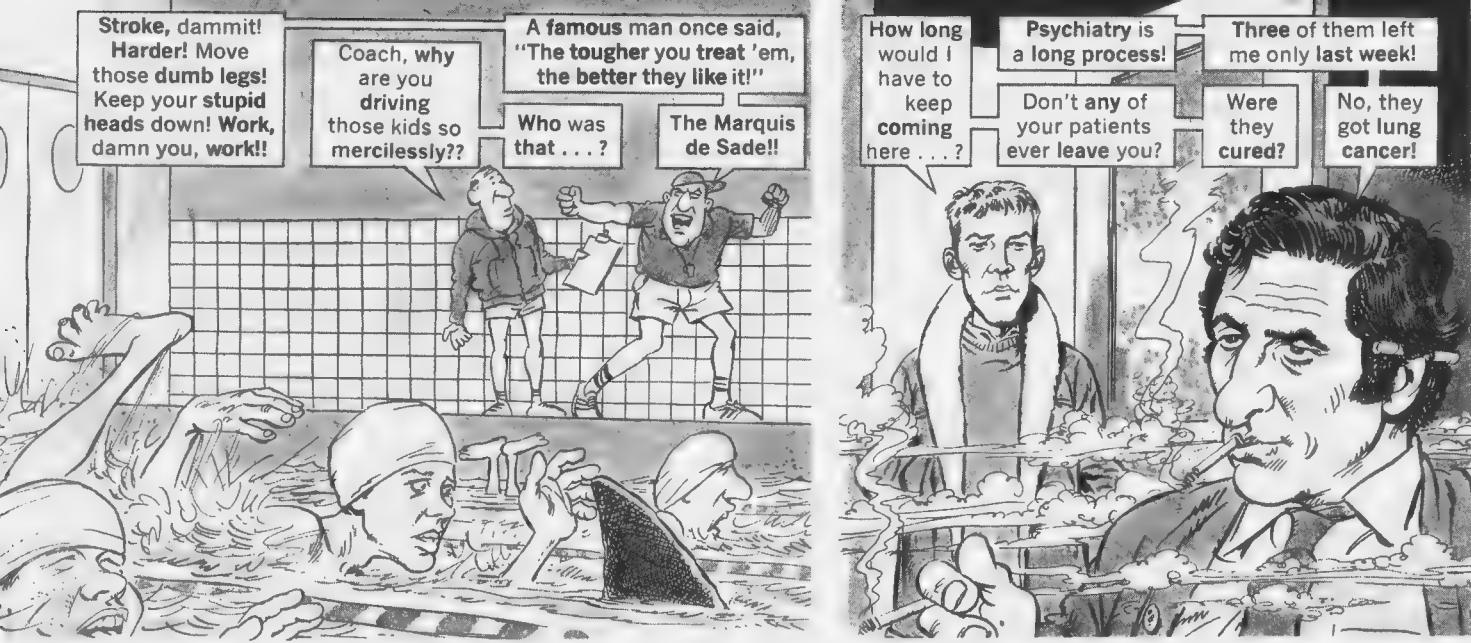
HMM! COME TO THINK OF IT, THESE AREN'T ORDINARY PEOPLE AT ALL! ACTUALLY, THIS MOVIE SHOULD HAVE BEEN CALLED . . .

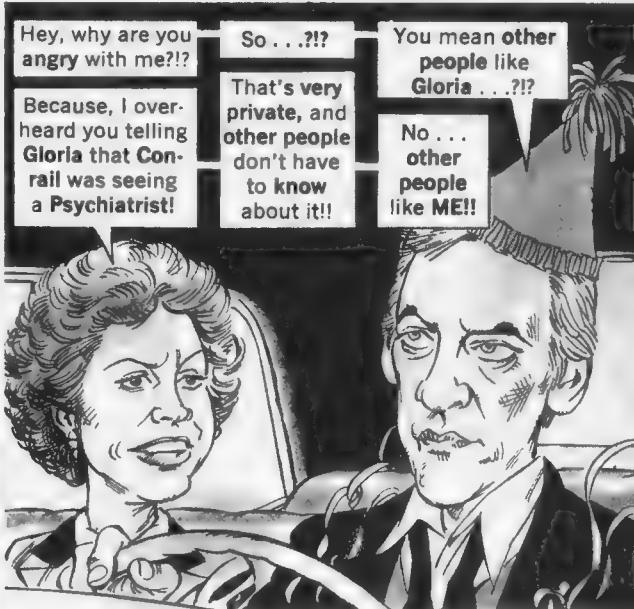
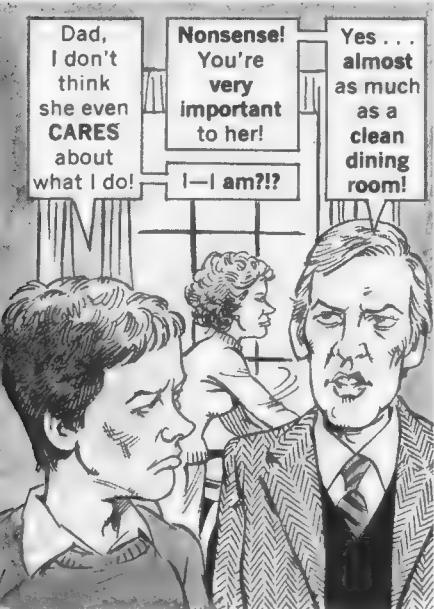
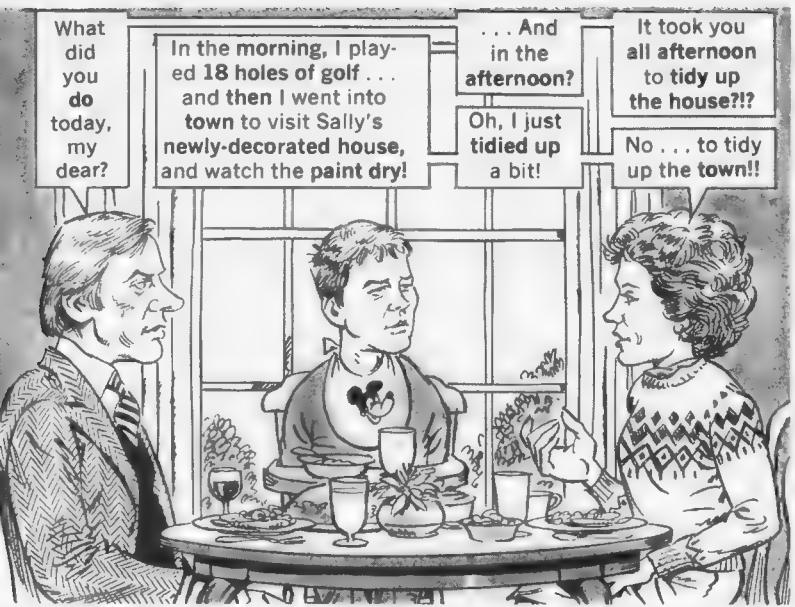
# Extraordinary People

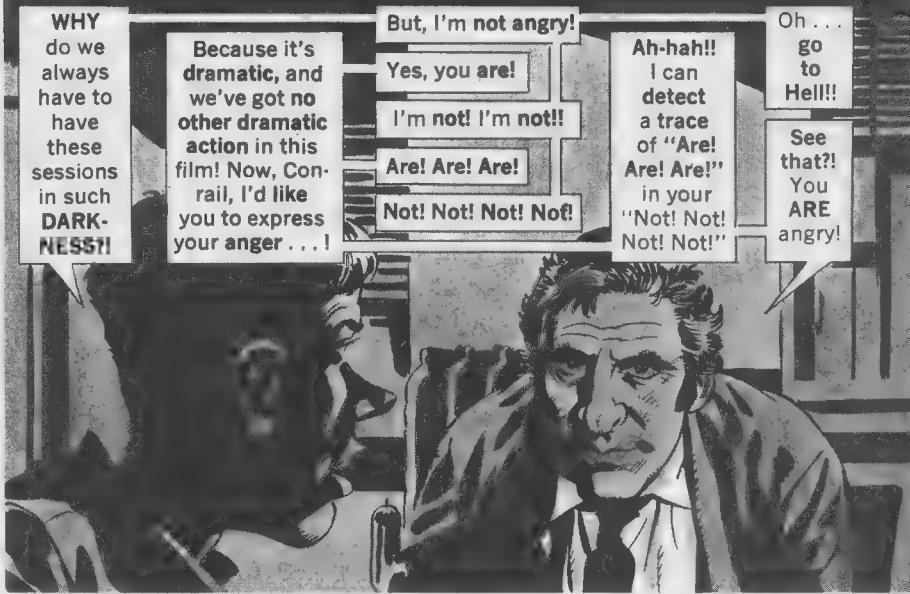
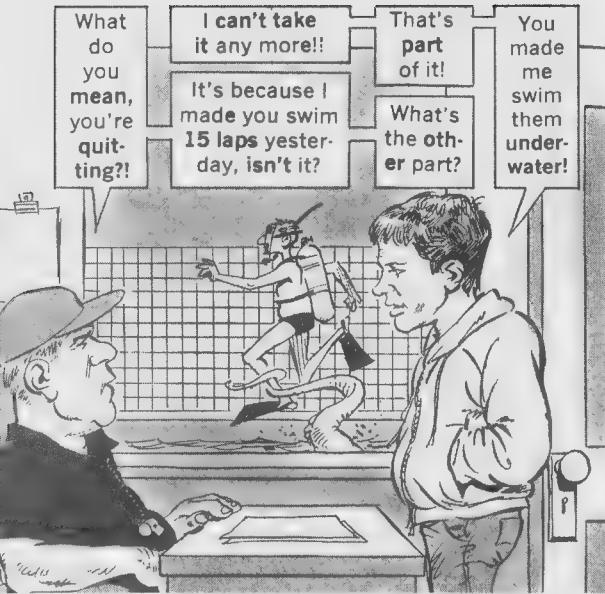
ARTIST: ANGELO TORRES

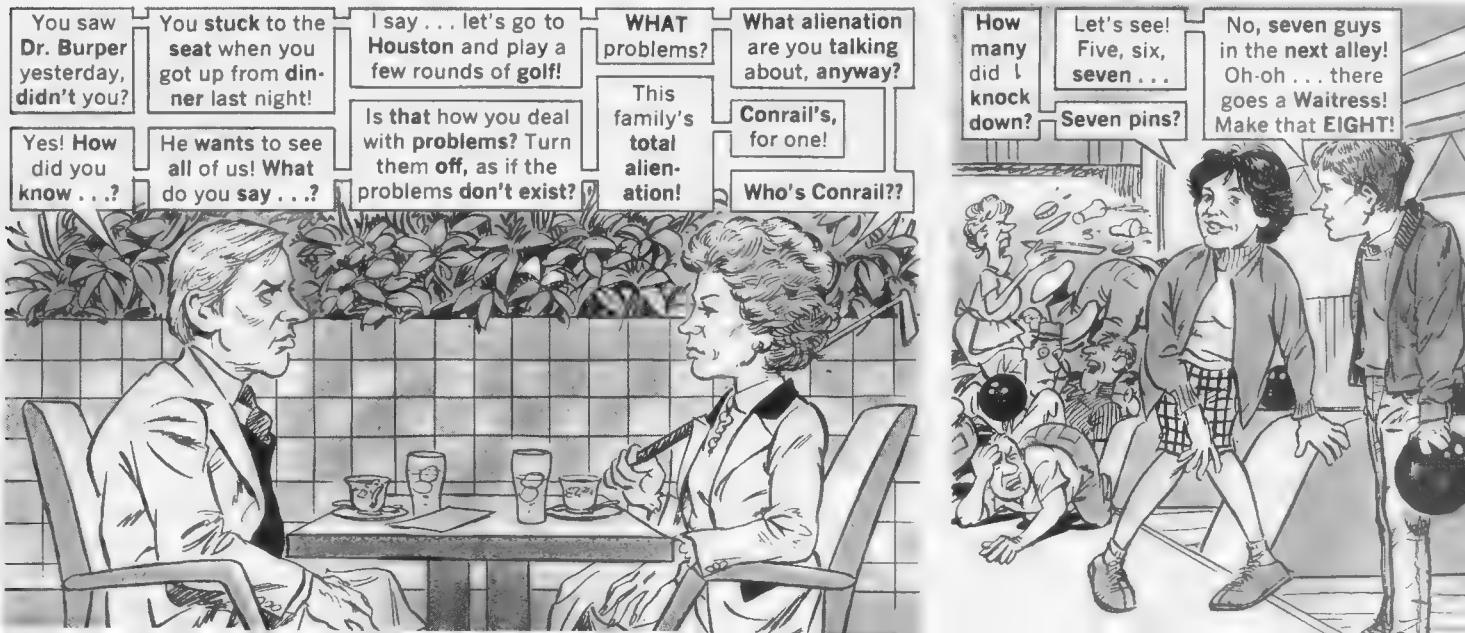
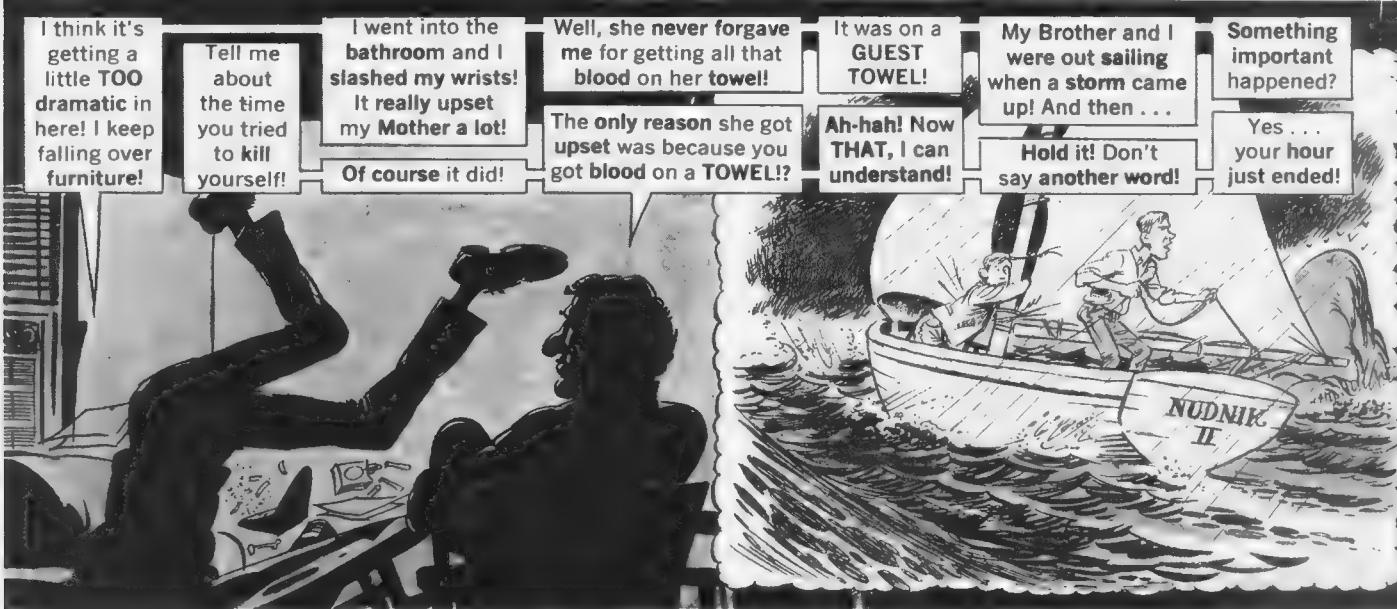
WRITER: STAN HART

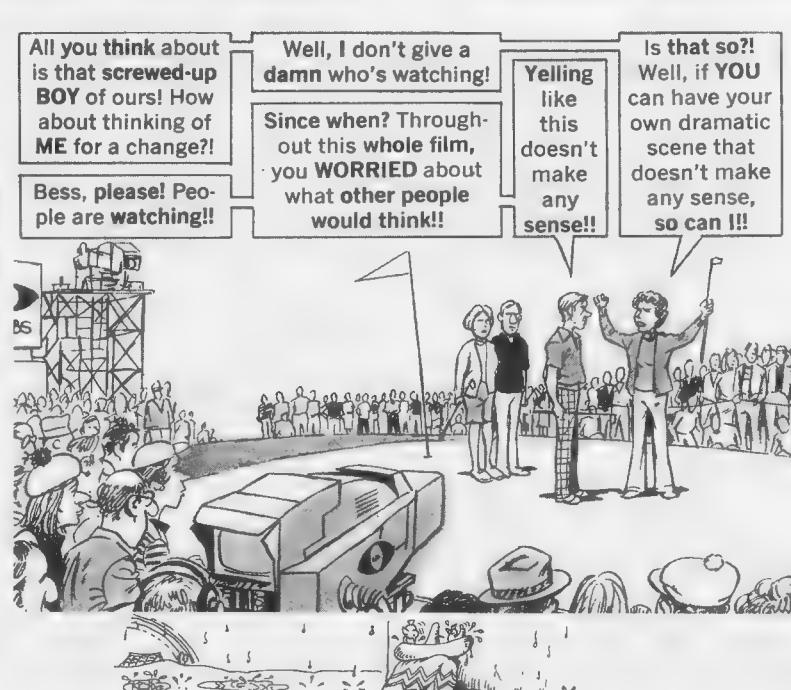


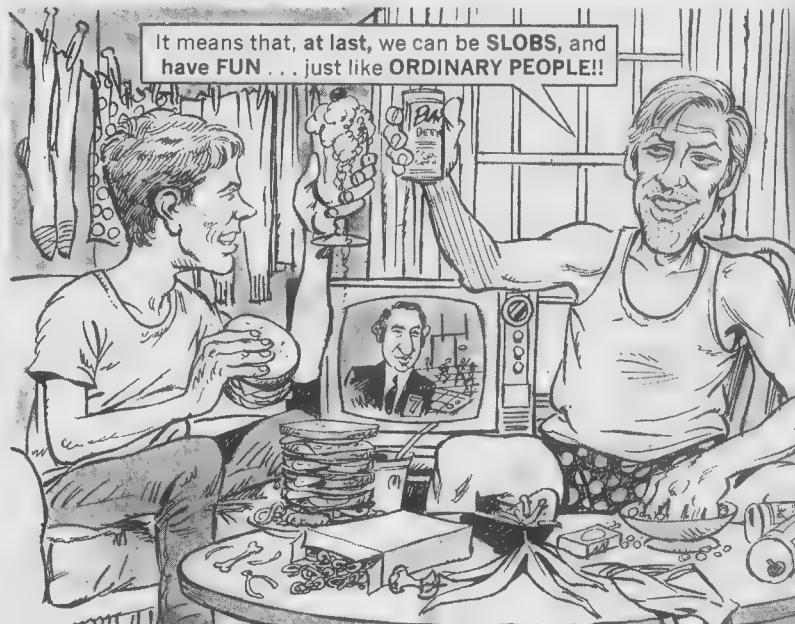
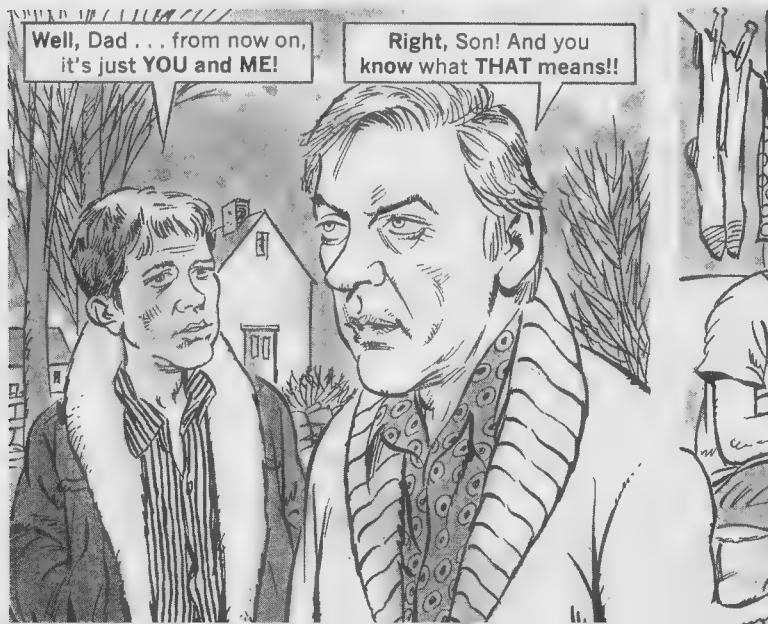
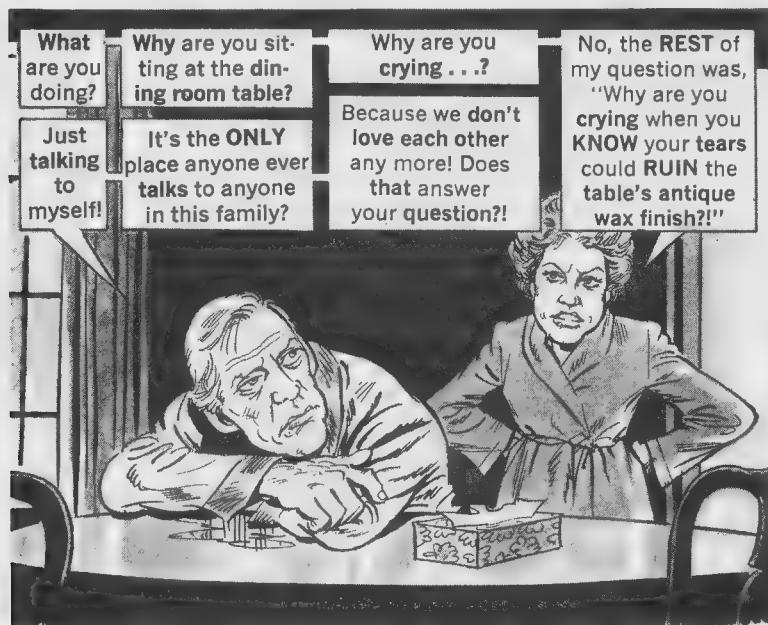
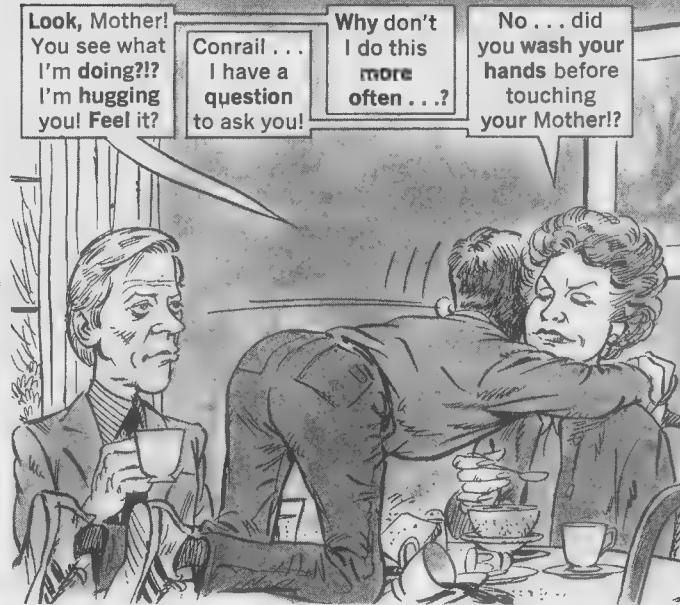
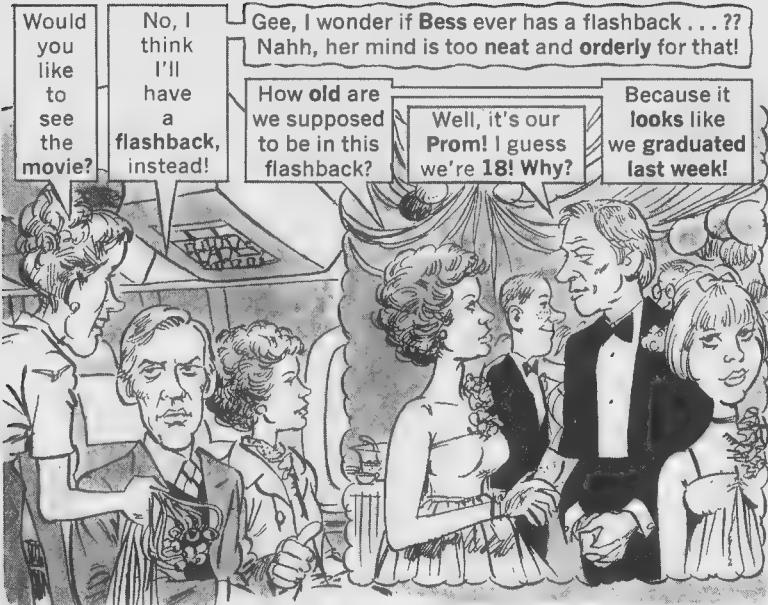












### POST WASTE DEPT.

Don't you just love it when you run to your mail box in hopes of finding that somebody's sent you five bucks for some old debt because you haven't paid your rent and you don't have a dime for food . . . but the only letter there is a piece

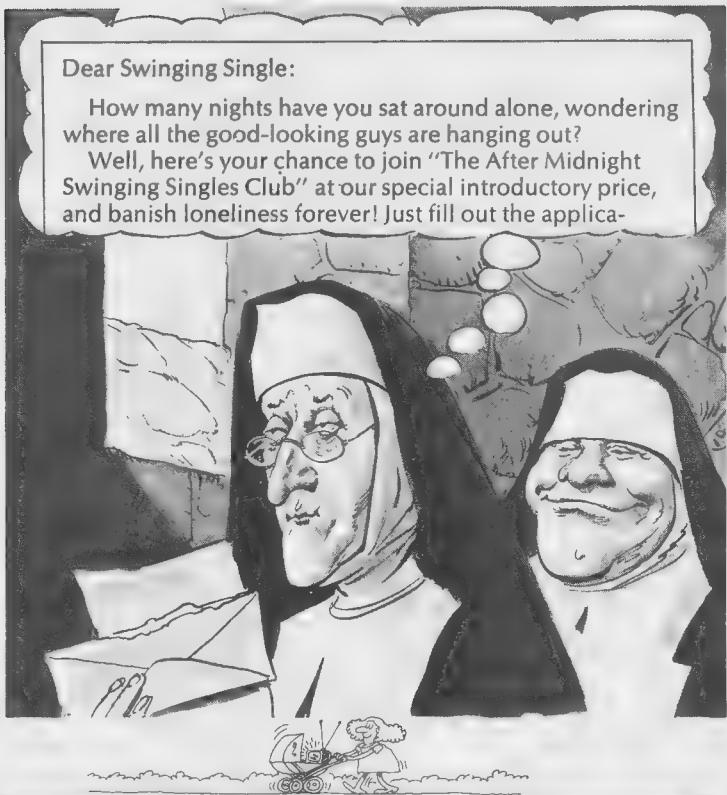
# MIXED-UP JUNK M

ARTIST: HARRY NORTH, ESQ.

#### Dear Swinging Single:

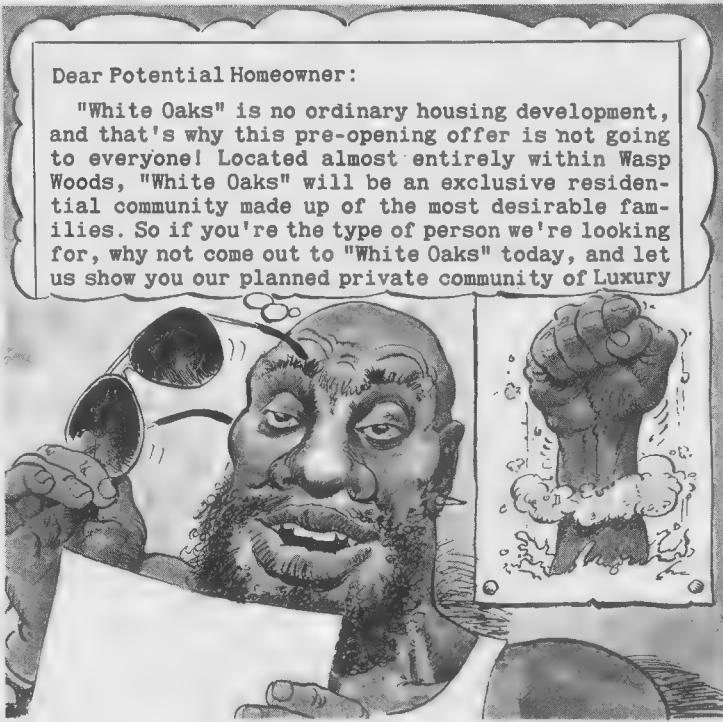
How many nights have you sat around alone, wondering where all the good-looking guys are hanging out?

Well, here's your chance to join "The After Midnight Swinging Singles Club" at our special introductory price, and banish loneliness forever! Just fill out the applica-



#### Dear Potential Homeowner:

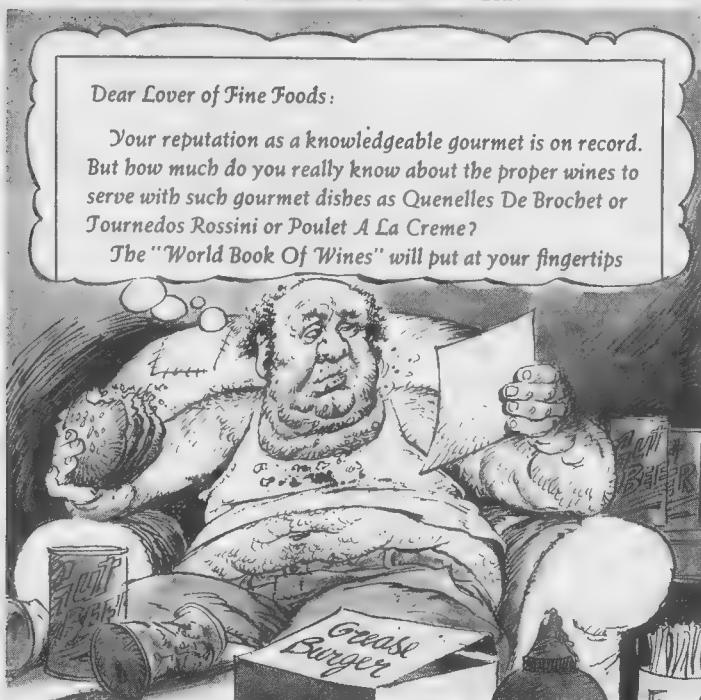
"White Oaks" is no ordinary housing development, and that's why this pre-opening offer is not going to everyone! Located almost entirely within Wasp Woods, "White Oaks" will be an exclusive residential community made up of the most desirable families. So if you're the type of person we're looking for, why not come out to "White Oaks" today, and let us show you our planned private community of Luxury



#### Dear Lover of Fine Foods:

Your reputation as a knowledgeable gourmet is on record. But how much do you really know about the proper wines to serve with such gourmet dishes as Quenelles De Brochet or Tournedos Rossini or Poulet A La Creme?

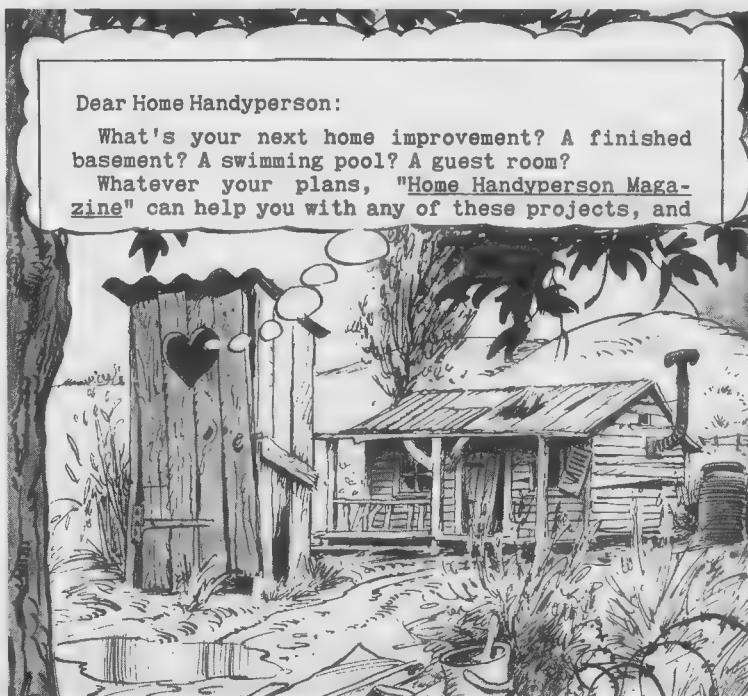
The "World Book Of Wines" will put at your fingertips



#### Dear Home Handyperson:

What's your next home improvement? A finished basement? A swimming pool? A guest room?

Whatever your plans, "Home Handyperson Magazine" can help you with any of these projects, and

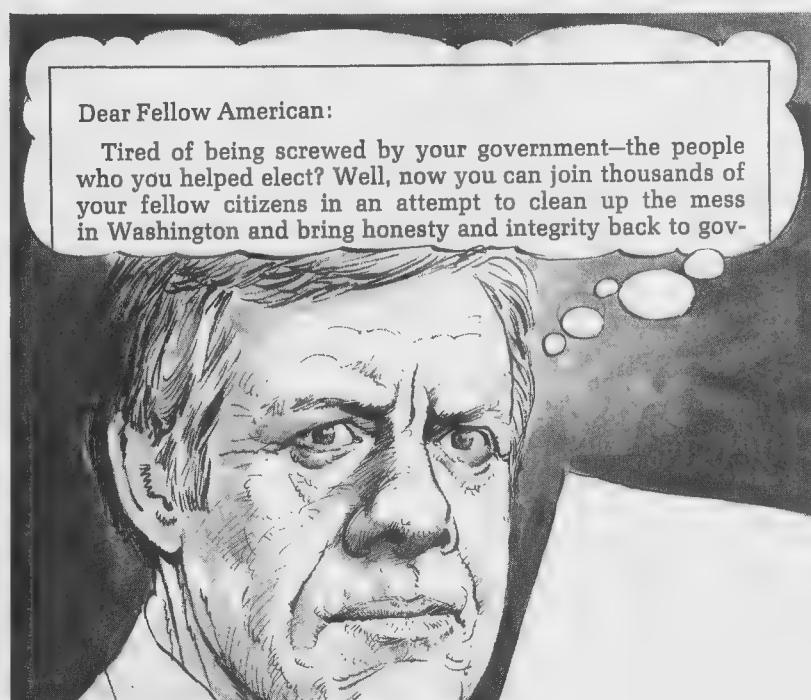
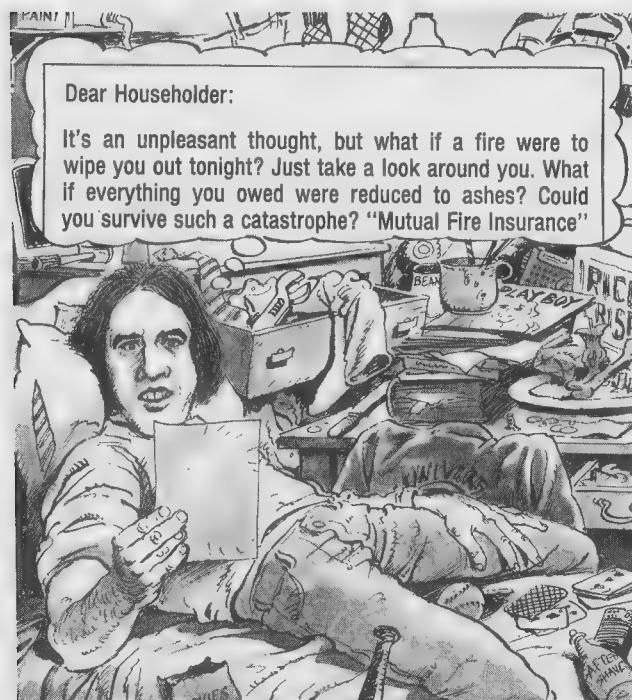
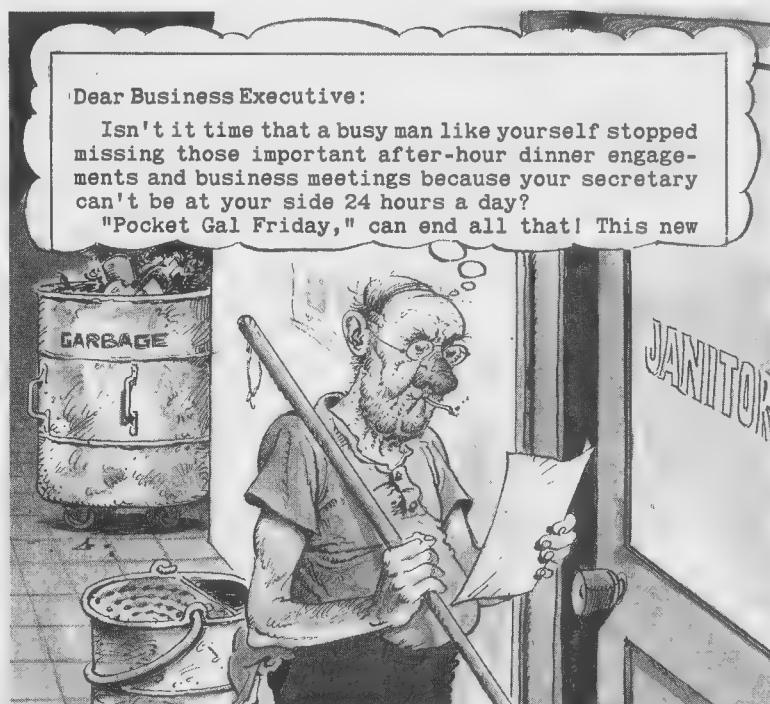
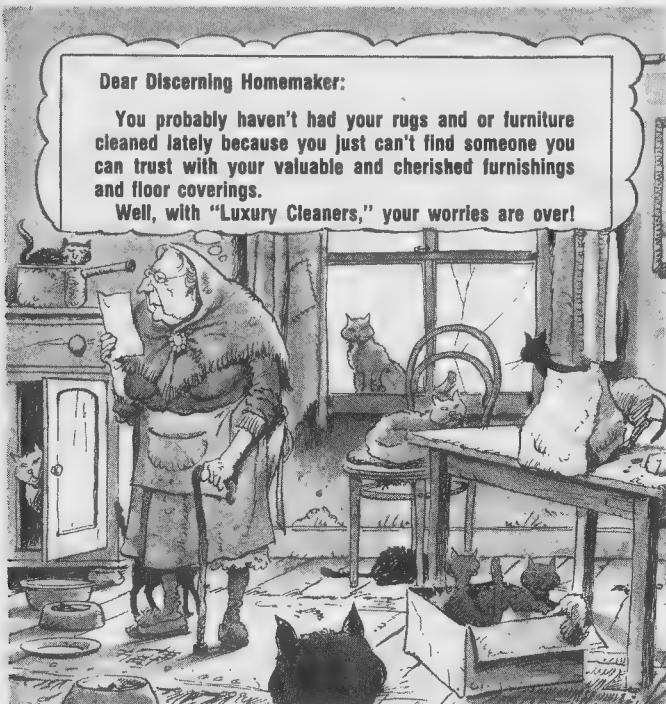




of junk mail that starts out: "We know you are the kind of man who appreciates the value of a well-made \$300 suit, which is why this offer is being sent to men like you!" Well, we wonder what other goofs are being made because of . . .

# AIL MAILING LISTS

WRITER: DICK DE BARTOLO



ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a Disco Club. Unfortunately, he didn't do a very good job.

# HOW MANY MISTAKES CAN



In fact, he made a lot of mistakes . . . 20 of them in all! And now, it's up to you to find them. Which is why we're asking:

# YOU FIND IN THIS PICTURE?



ARTIST: GEORGE WOODBRIDGE

WRITER: CHRIS HART

## ANSWERS

1. The people by the pinball machines are actually playing them, not dealing in drugs.
2. The Bouncer is asking for proof of age from a gorgeous girl.
3. The persons wearing sunglasses indoors are actually blind.
4. The Management is stamping hands with ink that will wash off.
5. The scarf that the man had stuffed in his sleeve is still in his sleeve.
6. The girl is giving the guy her actual phone number.
7. The Disc Jockey is taking a request.
8. The middle-aged couple realize how dumb they look trying to act eighteen.
9. The people can hear what each other are saying without yelling.
10. The Management is not allowing anyone else inside to prevent overcrowding.
11. There are no phone numbers on the Men's Room wall to "call for a good time."
12. The teenagers are leaving a tip with the amount for their check.
13. Somebody has become intoxicated from the alcoholic content in his drink.
14. The man promising to make the girl a star really is a Film Producer.
15. The Management is asking the patron to refrain from smoking marijuana.
16. The waitress is going to remember the order without writing it down.
17. The man returning to his table finds his unfinished drink unfinished.
18. The air-conditioning-ventilation system is keeping the dance floor nice and cool.
19. The guy is taking the girl home early so her parents won't worry.
20. The single being played is not a cut from "Saturday Night Fever."

# HOW CAN YOU PO

ARTIST: PAUL COKER



... a Politician who preaches energy conservation ... and drives a big gas guzzler!



... a Doctor who advises you to stop smoking ... with a full ash tray on his desk!



... a commercial by a top star ... when you read he got paid \$150,000 to make it!



... a Health Food Store clerk ... who looks like death warmed over!



... the advice of a Dentist ... who has (yech) Denture Breath!

# SSIBLY BELIEVE...

WRITER: GEORGE HART



... that mastery of a school subject will help you to rise to the top of your chosen field ... when it's told to you by a teacher who's been in the same dead-end job for 30 years!



... TV ads that tell you how wonderful milk is ... when they're paid for by the American Dairy Council!



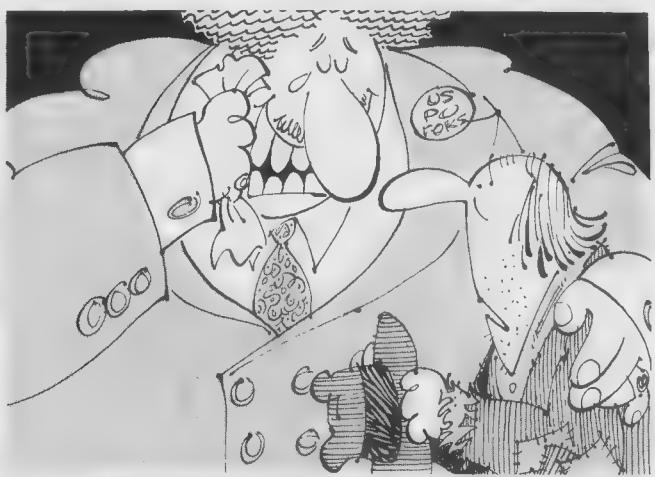
... the United States Government, when it tells you smoking cigarettes is deadly ... and then subsidizes tobacco growers!



... a guy who spends all his time selling a \$10 course on "How To Get Rich Playing Blackjack" ... instead of going to Las Vegas and getting rich that way himself!



... that white bread can "build strong bodies ten ways" ... when it's so filled with chemicals, even bugs won't eat it!



... a Senator who's been wealthy all his life ... and claims that he understands the problems of the poor!

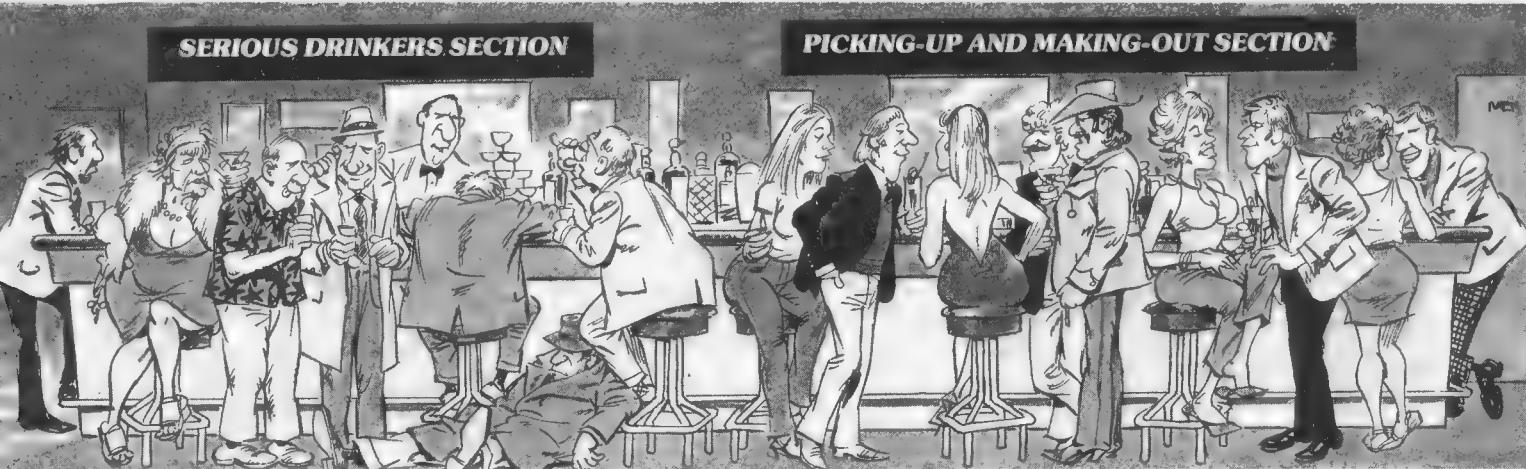
SPLIT-SCENE DEPT.

As a result of the clamor raised by the anti-smoking crowd, all airline planes, most commuter trains and many restaurants are now divided into "Smoking" and "No Smoking"

# MORE SUB-DIVISION

ARTIST: ANGELO TORRES

## BARS



## FREeways



## STADIUMS



sections. Which brings us to the premise of this dumb article: Mainly, if this trend toward segregation continues, we'll be making other choices when we're faced with...

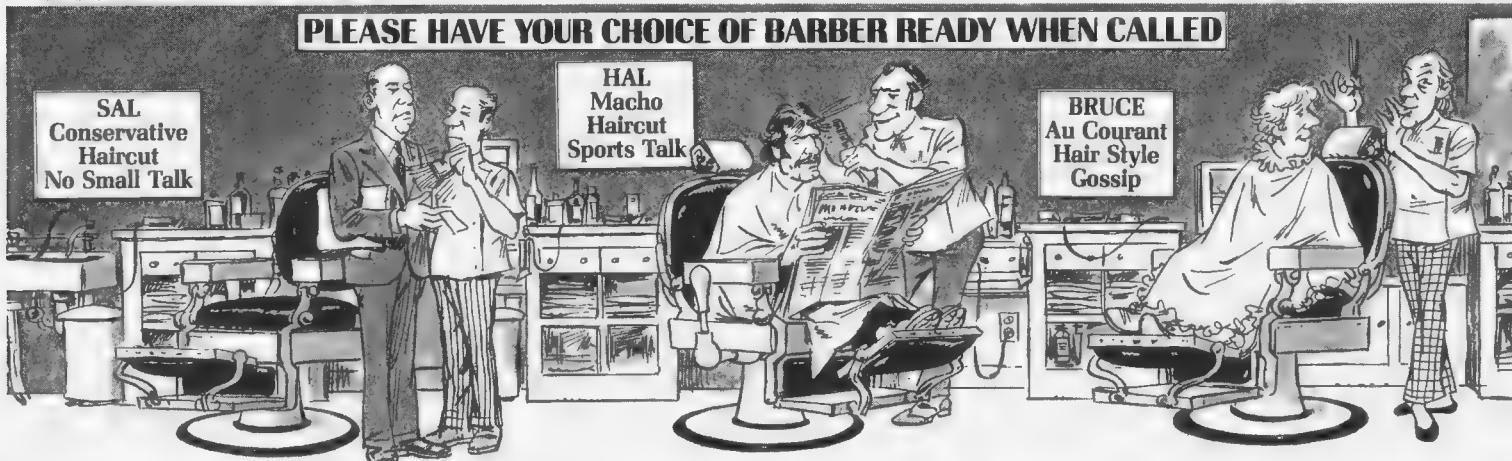
# S FOR PUBLIC PLACES

WRITER: DICK DE BARTOLO

## AIRPLANES



## BARBER SHOPS



## MOVIE THEATERS



Did you know that "jeans"  
... which were originally  
made to be worn by workmen,  
farmers and laborers, and  
are now the "IN" thing to  
wear in this country... are  
also the rage in Europe?!

**In fact, when I was in Moscow on this trip, a Russian guy offered me a lot of money for my jeans!**

Did  
you  
sell  
them  
to him?

I never got a chance! A couple of Communist Policemen showed up suddenly and arrested him!

Whatever for . . . ?!

For wanting to look like  
a CAPITALIST!!



**BERG'S-EYE VIEW DEPT.**

# **THE LIGHTER SIDE OF...**

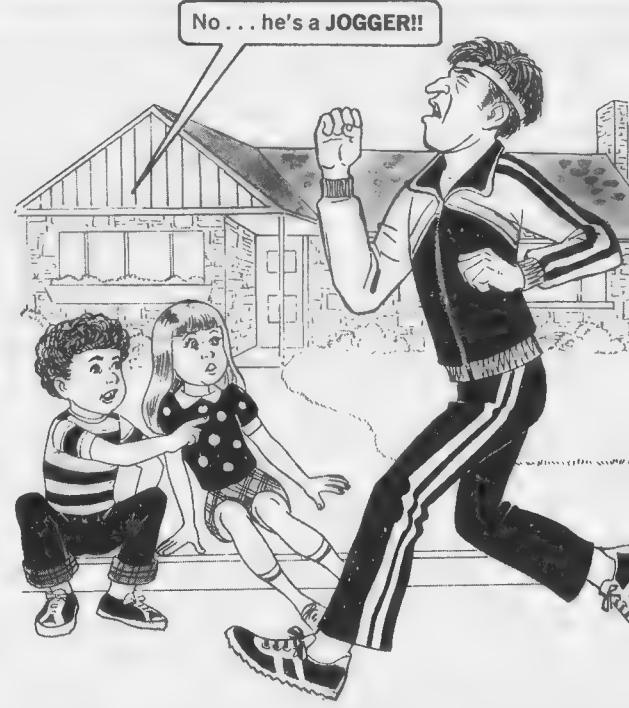
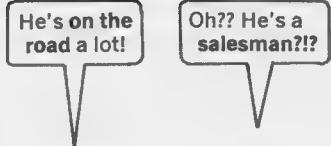
**If Roger Kaputnik calls, I don't want to talk to him! If he comes to the house, before you slam the door in his face, tell him he's no longer welcome here!!**

**But Roger is the BEST FRIEND you have in this world! You've been buddies ever since you were kids!**

I don't care! It's all over between us! He cheated me out of thousands of dollars! I lost out on the biggest real estate deal I ever had going for me!!

**But . . . but it was ONLY  
a Monopoly Game!!**





# FAIDS FAIDS FADS FADS

ARTIST & WRITER:  
DAVID BERG



You've got to see what I bought today, Daddy! It cost a fortune, but it was worth it! These peasant boots alone cost seventy-five dollars!!

And this peasant blouse was sixty-five dollars! And this peasant skirt was eighty!!

There! Isn't this chic? Isn't this luxurious?! Tell the truth! How do I look?

Like the daughter of a VERY RICH PEASANT!



Why are you back from the beach so early??

I was thrown off it . . . banished . . . told never to return again!

My goodness! What kind of a beach was it?

A NUDE beach!

Oh, my God!! You brought shame to the whole family! What kind a freaky, disgusting, kinky perverted thing did you do?!?

I refused to take my clothes off!



Hey, Man . . . you've got your very own pinball machine in your very own room!

That's cool, Man . . . real cool!

Yeah . . . a lot of people own them these days!

Do you play often?

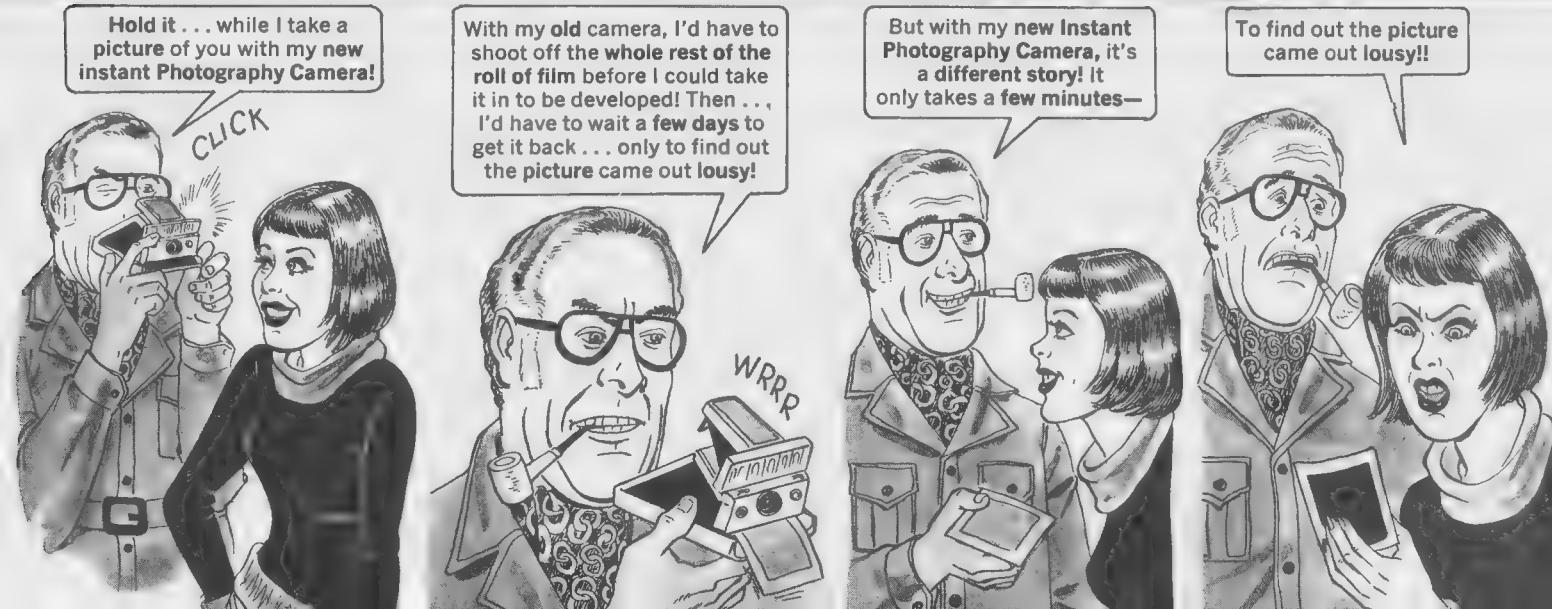
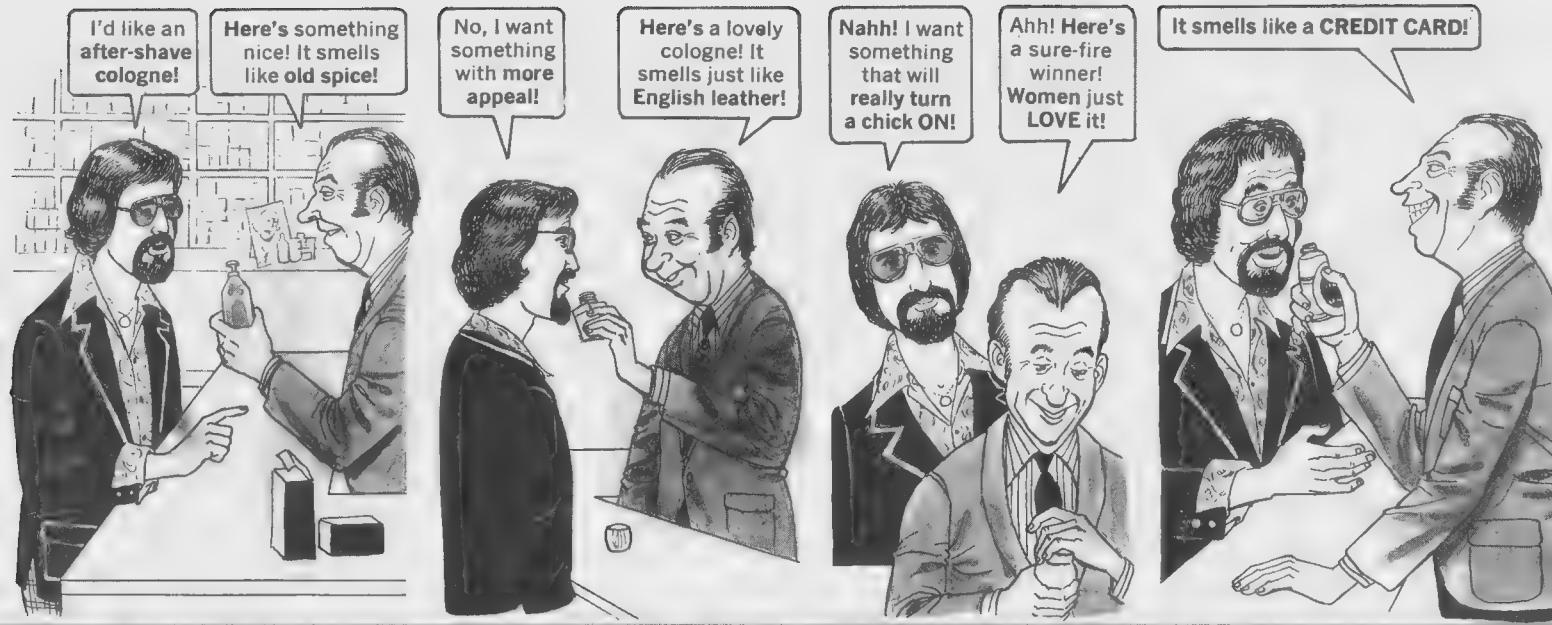
Every day!

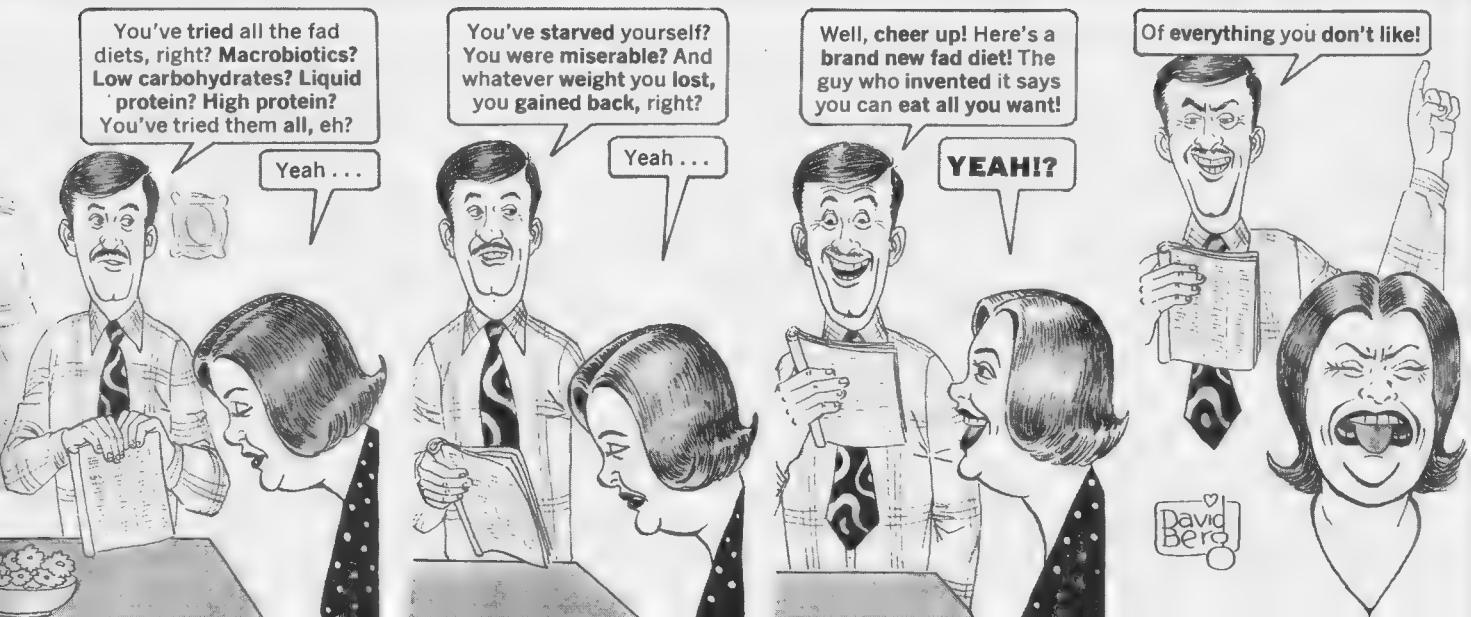
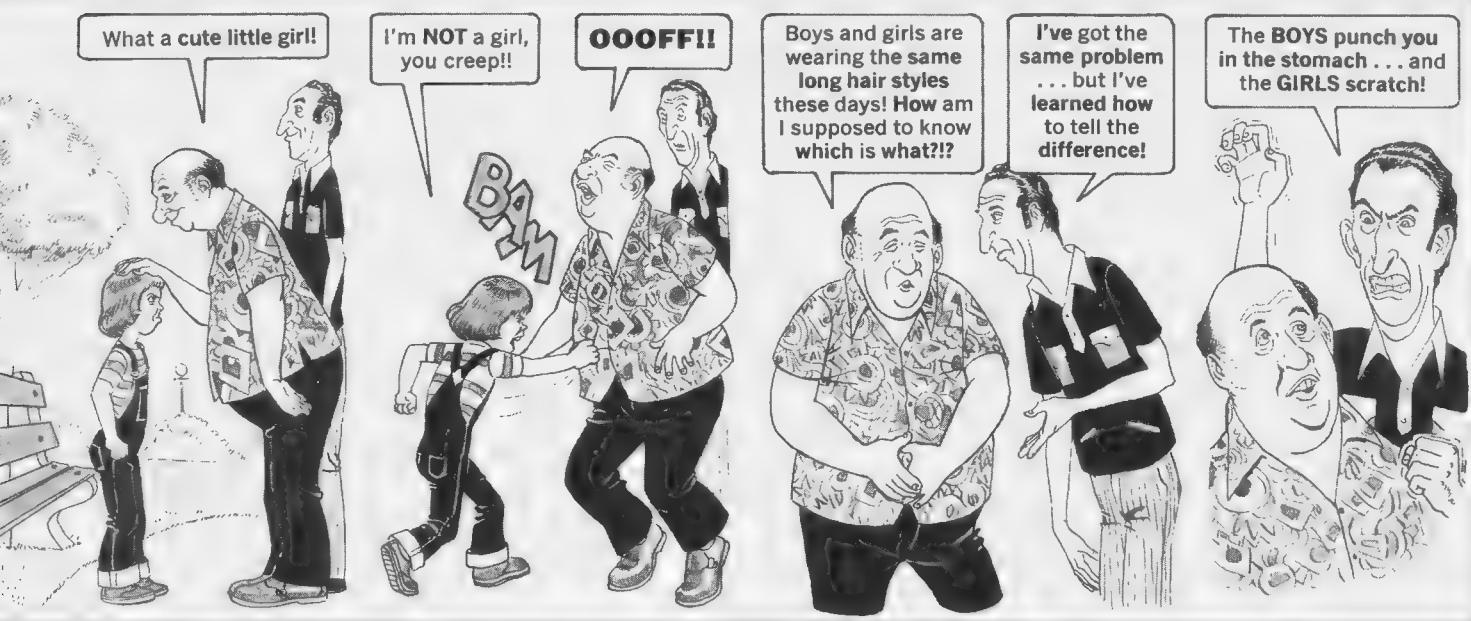
So how are you scoring?

Not so good! One day, I WIN . . . one day, I LOSE!!

So play every OTHER day!







Hatred . . . Bigotry . . . Prejudice . . . These are only some of the catchwords that have immortalized America through the years. But, like everything else in our fast-moving society, these are not words that stand still. They have a vitality of their own, and are ever-changing with the times. To show you what we mean, here is . . .

# A MAD LOOK AT DISCRIMINATION

ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL

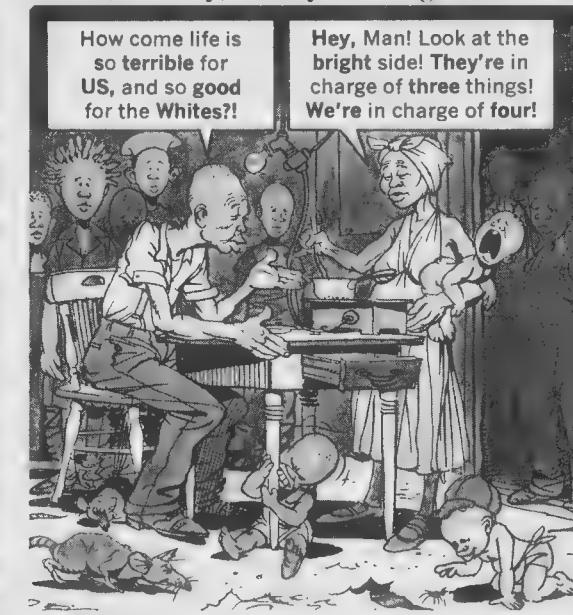
Once upon a time, things were relatively simple in this country. White People were in charge of Government, Wealth and Comfort . . .



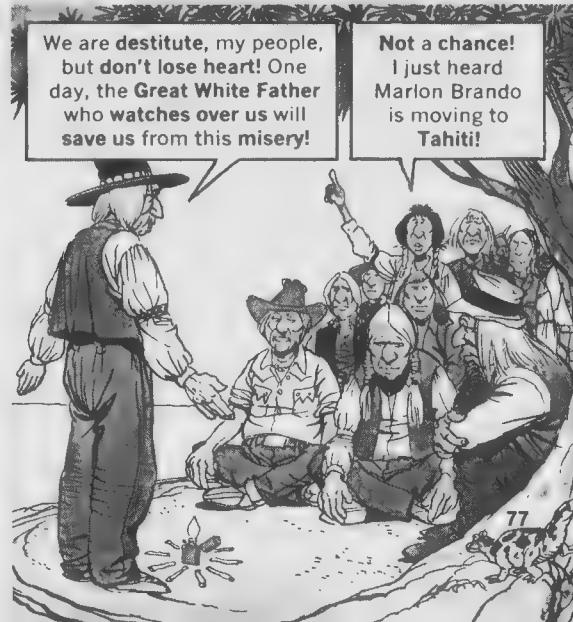
Down South, Blacks were relegated to the back of the bus, while in Los Angeles, Chicanos were relegated to the back of the world . . .



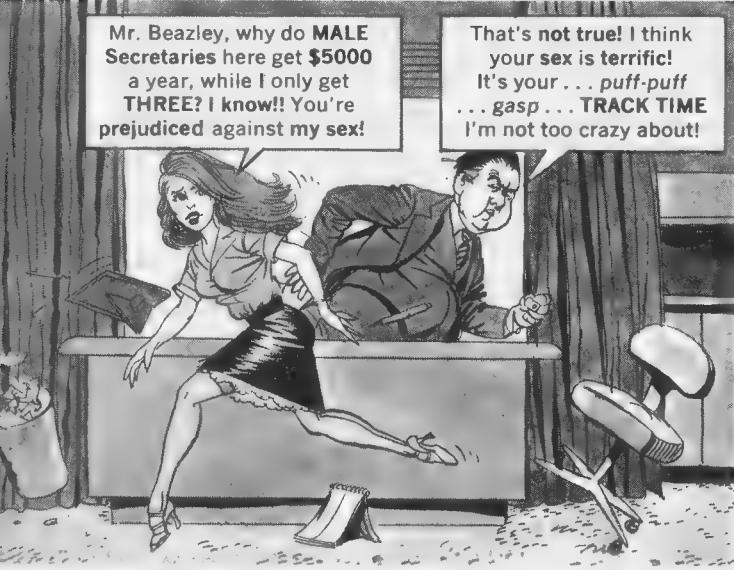
. . . while Black People were in charge of Disease, Poverty, Misery and Degradation.



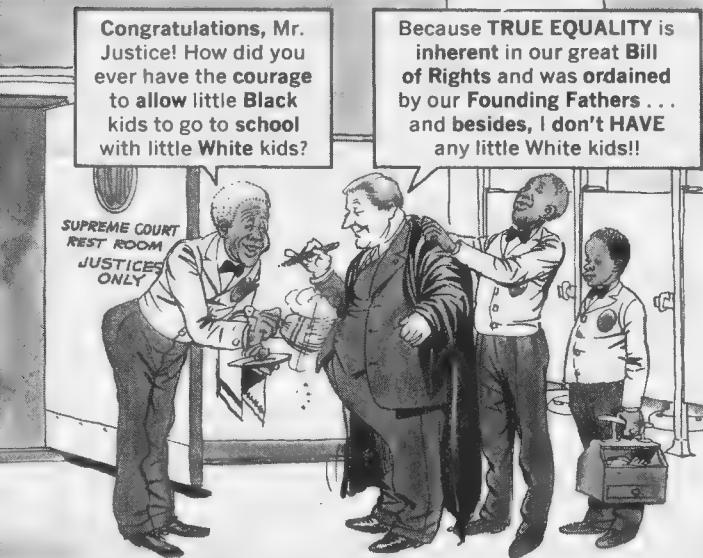
As for the plight of the American Indian, the less said about that, the better . . .



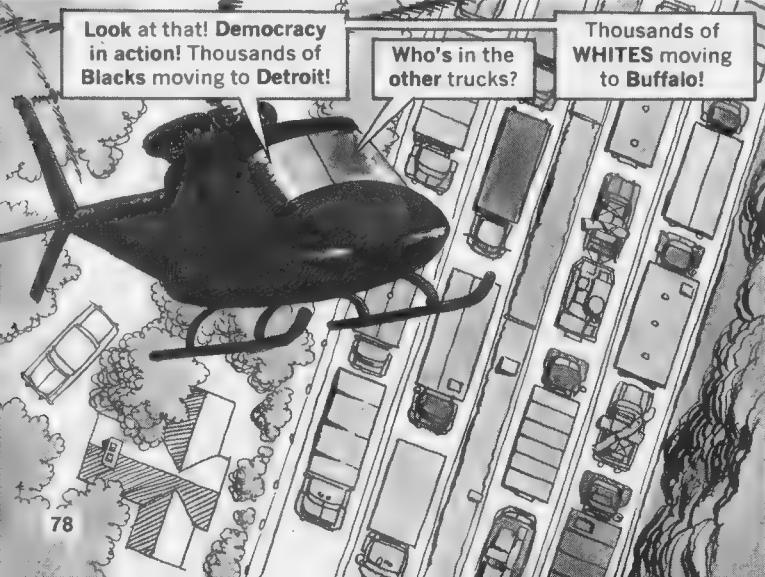
But prejudice wasn't limited to one's skin color . . .



Yep . . . things were relatively simple. Rotten, but simple! Then, in 1954, an important thing happened: The Supreme Court outlawed school segregation . . .



In time, barriers were broken and things got better for minority groups. They began moving into areas of American cities where minorities had never lived before . . .



And, of course, Gays weren't treated too well either.



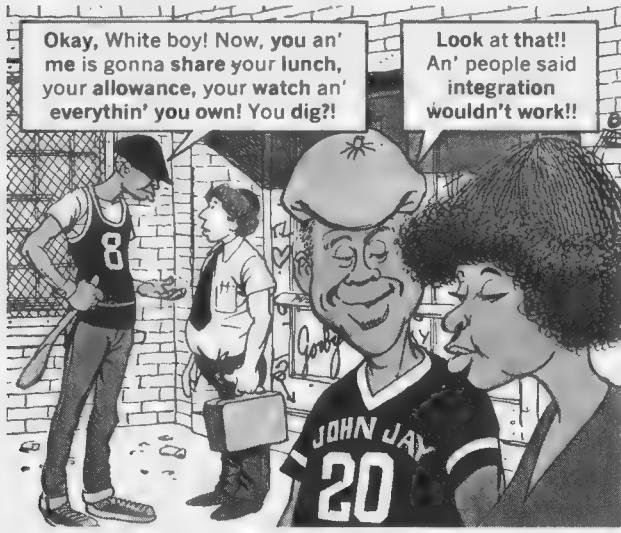
Then, along came great champions of Civil Rights . . . like Martin Luther King, who led his people in demonstrations.



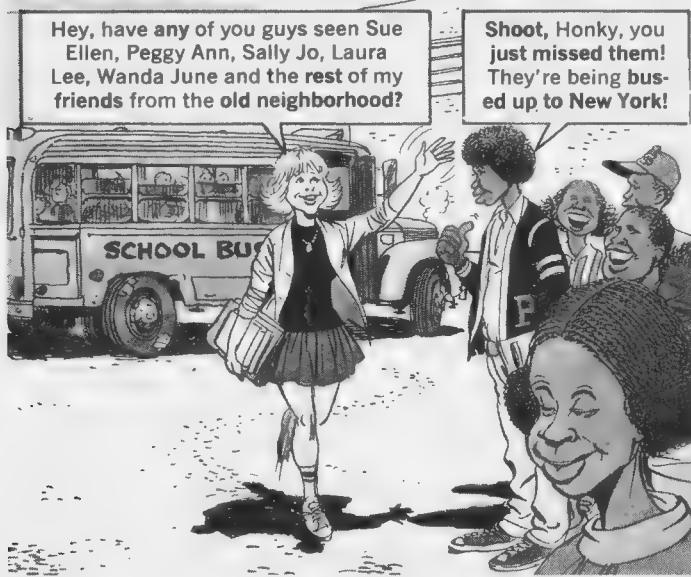
And the exodus continued. Then, one day not too long ago, a strange thing occurred. Some White families started moving into the big cities instead of out . . .



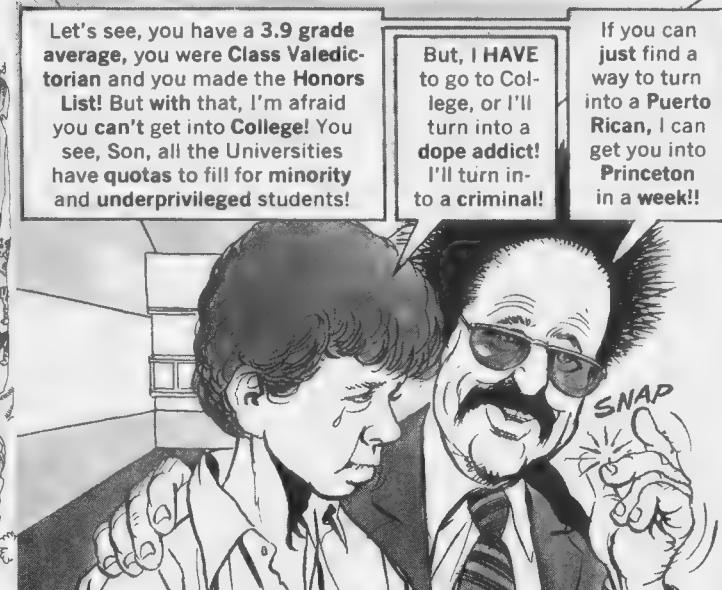
**But life was difficult for the immigrants to the New World. The younger ones especially suffered.**



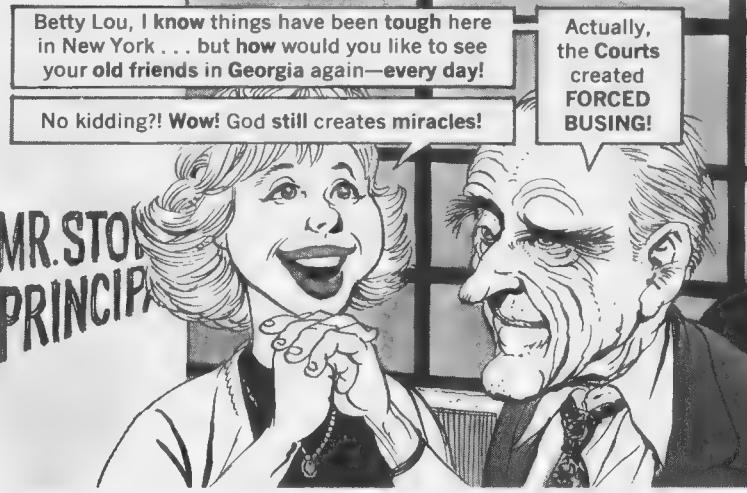
Betty Lou was very excited about seeing her old friends again, and when the bus arrived down in Georgia for her first day of school, she could hardly wait to get off.



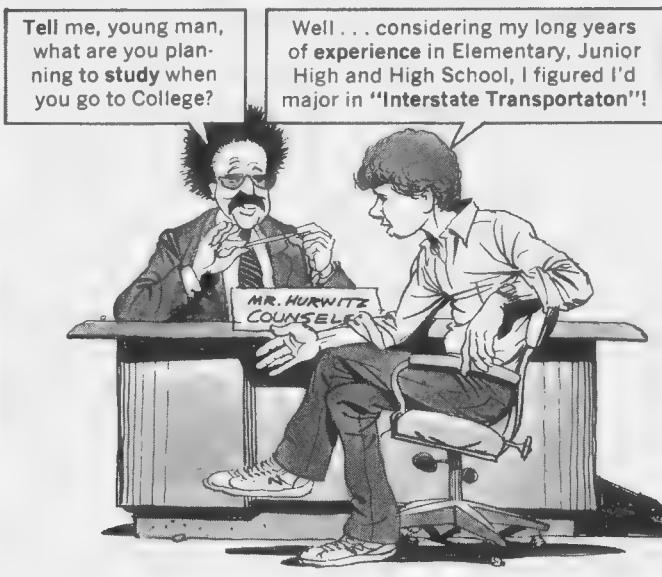
This often led to cruel surprises for many White students.



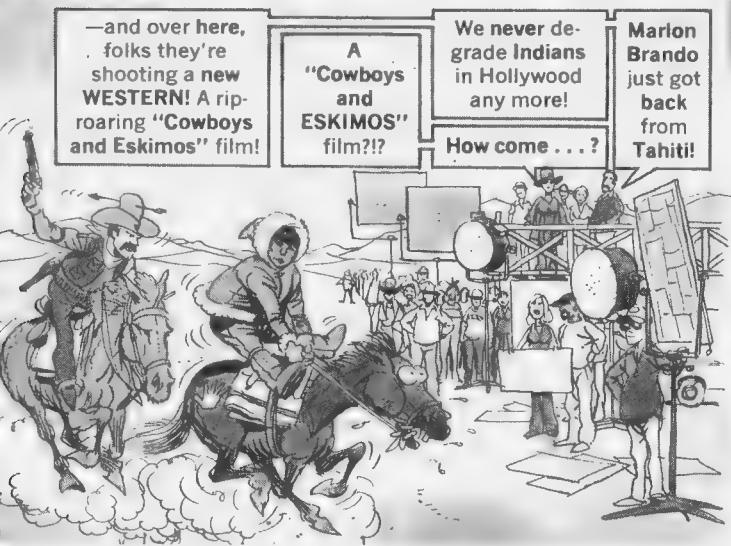
Many of the young immigrants were homesick for life in the Old Country, but there was nothing they could do about it. Until one day, when a School Principal had wonderful news.



After several years of playing Musical Buses, many students finally graduated from High School. Some went to see Counselors about entering college . . .



Meanwhile, in Hollywood, another form of "Reverse Discrimination" was taking place at the studios . . .



Not only were the "color lines" completely broken down, but in the world of Gays, it was a whole new ball game.



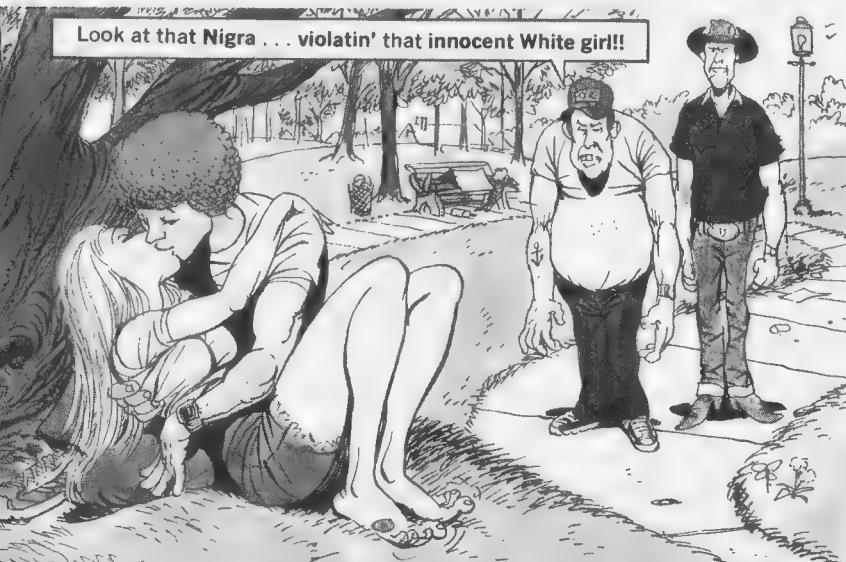
And thanks to the Women's Lib movement, the picture was changing for females as well . . .



So, as things turned out, one of the most oppressed American citizens became the White Anglo-Saxon male. Many of them gave up, got spaced out, moved to California and became beach bums.



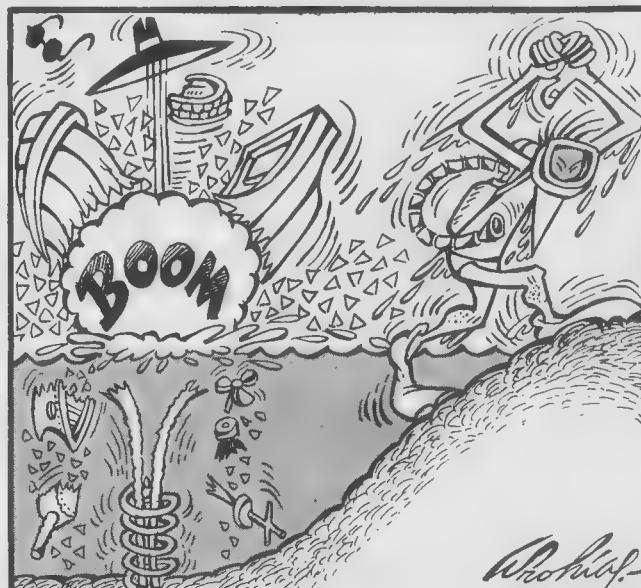
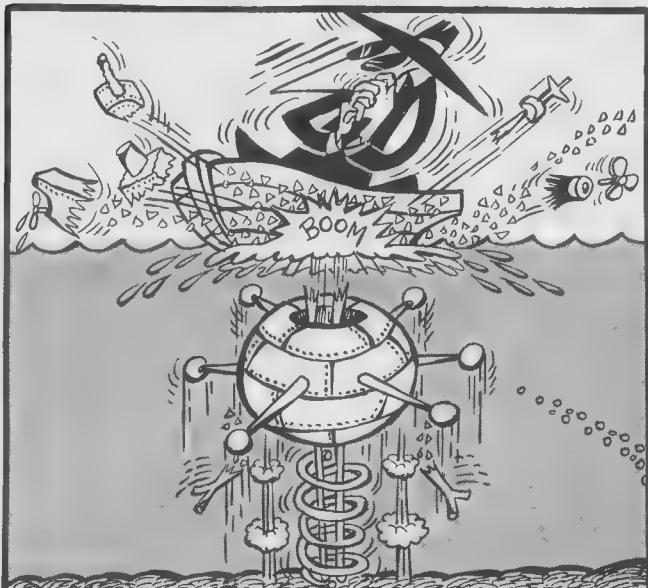
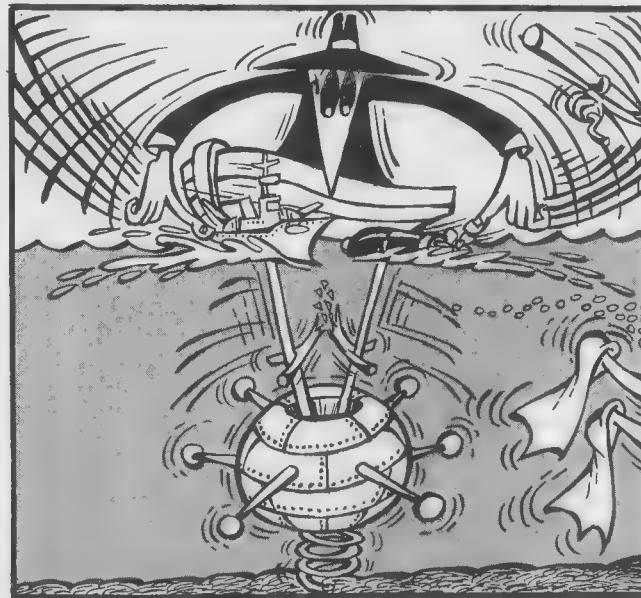
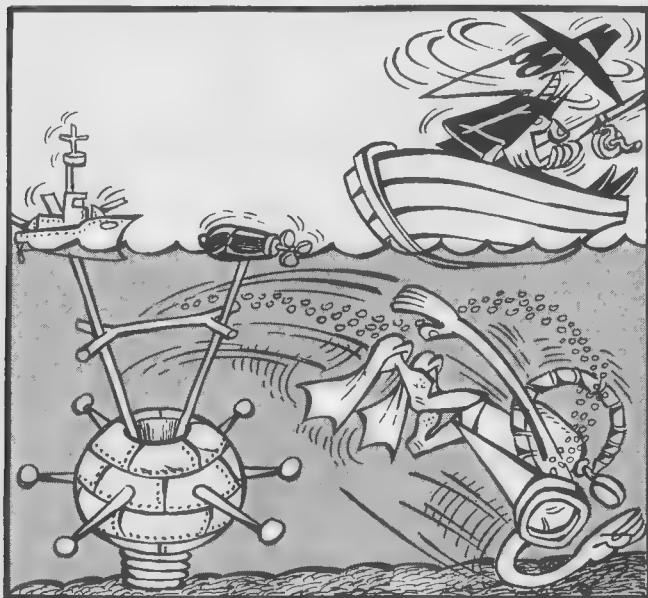
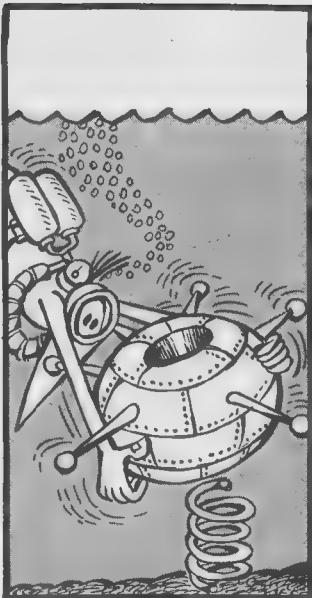
Then, in 1981, a new President took office, and a new feeling of morality and righteousness swept over the country . . .



And "Reverse-Reverse Discrimination" began .

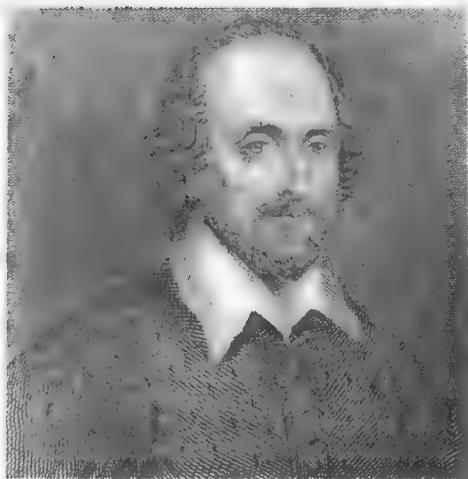


JOKE AND DAGGER DEPT.



SOMETHING IS ROTTEN DEPT.

# WILLIAM SHAKESPE



"I AM NOTHING, IF NOT CRITICAL."

Othello  
Act II Scene 1



"DO NOT SEEK TO STUFF MY HEAD WITH MORE ILL NEWS, FOR IT IS FULL."

King John  
Act IV Scene 2



"...NOTHING BUT INEXPLICABLE DUMB-SHOWS AND NOISE..."

Hamlet  
Act III Scene 2



"ALWAYS A VILLAIN'S OFFICE OR A FOOL'S."

Timon of Athens  
Act IV Scene 3



"I HEAR A TONGUE, SHRILLER  
THAN ALL MUSIC..."

Julius Caesar  
Act I Scene 2



"THAT IS THE WAY TO LAY THE CITY FLAT: TO BRING THE ROOF TO  
ITS FOUNDATION, AND BURY ALL... IN HEAPS AND PILES OF RUIN."

Coriolanus  
Act III Scene 1

# ARE...SOCIAL CRITIC

WRITER: HENRY CLARK

PHOTOS BY U.P.I.



"... SO WILD IN THEIR ATTIRE, THAT LOOK  
NOT LIKE THE INHABITANTS O' THE EARTH..."

Macbeth  
Act I Scene 3



"...YOU STONES, YOU WORSE THAN SENSELESS THINGS!"

Julius Caesar  
Act I Scene 1



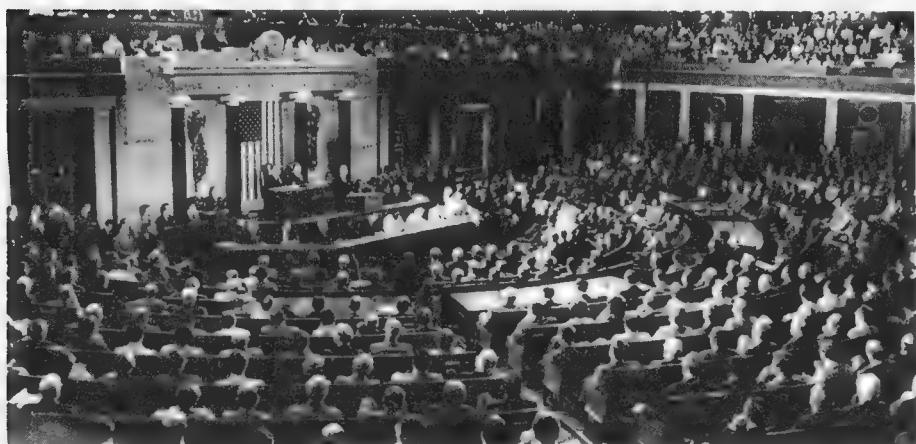
"... DEVOURING PESTILENCE HANGS IN OUR AIR..."

Richard III  
Act I Scene 3



"... HOW DANGEROUS IT IS TO JET..."

Titus Andronicus  
Act II Scene 1



"... FELLOWS OF  
INFINITE TONGUE..."

Henry V  
Act V Scene 2

"...THEY SLACK THEIR DUTIES, AND POUR  
OUR TREASURES INTO FOREIGN LAPS..."

Othello  
Act IV Scene 3



"...THIS THOU SEEST IS BUT A CLOD..."

King John  
Act V Scene 7

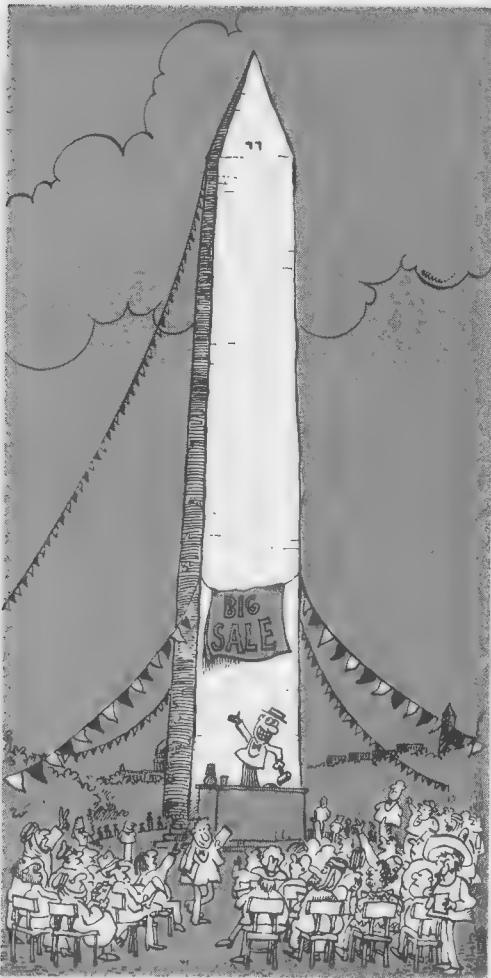
**EDIFICE WRECKS DEPT.**

Out in Lake Havasu City, Arizona, the London Bridge—formerly of London, England—has been re-erected and now serves as a tourist attraction. In Long Beach, California, one of the world's great ocean liners, the Queen Mary, has been permanently moored, also for the benefit of tourists. And recently, a real estate firm in Missouri attempted to purchase England's

# THE MAD SALE OF EX PROPERTIES, LANDMA

ARTIST: SERGIO ARAGONES

## THE WASHINGTON MONUMENT



DRESS UP any metropolitan area with this distinctive 555-foot high marble obelisk. Since 1885, it has dominated the Washington, D.C. skyline as a towering testimonial to both George Washington and to the ideals of honesty, integrity and selflessness which he embodied. The deterioration and ultimate disappearance of these qualities among contemporary lawmakers, however, had rendered the monument obsolete. Thus, today, it merely serves as a painful conscience-goad for American politicians.

84 PRICED TO SELL AT ONLY .. \$17,750,000

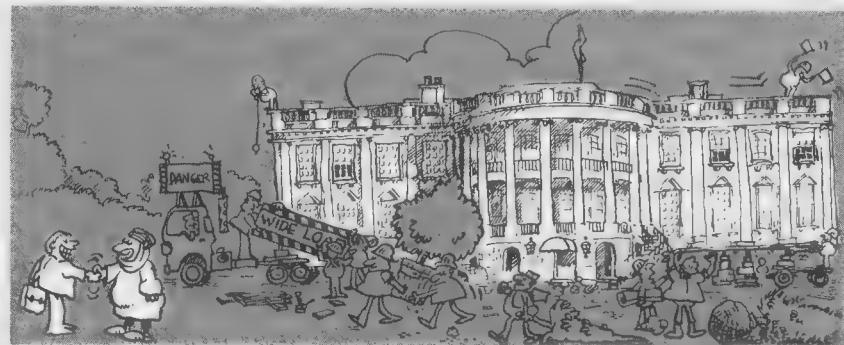
## ALCATRAZ



**MAXIMUM SECURITY ATTRACTION, ANYONE?** Once the "Pearl of the U.S. Penal System", Alcatraz no longer houses convicted criminals, since most felons today either go scot-free or prefer accommodations nearer their literary agents while they work on their autobiographies, etc. This "Slammer Supreme" is a one-of-a-kind property and an ideal stop for tourists in high crime areas. Included are dining facilities, cell blocks, exercise grounds, solitary confinement sections—plus—the world famous "big cage"...once occupied by the Birdman of Alcatraz himself.

YOURS FOR A SONG AT ONLY ..... \$7,500,000

## THE WHITE HOUSE



**RONALD REAGAN SLEPT HERE!** But not for long, after he learned that heating and cooling costs alone for this historic barn of a home was increasing the National Debt by 1.5% annually. So the cost-conscious Chief Executive, who set examples of frugality by first selling the Presidential Yacht, and later hiring out the Presidential Honor Band to play at weddings and bar mitzvahs on weekends, has decided that the upkeep at this Pennsylvania Ave. address is more than the U.S. can afford. The First Family has re-located in a modest but comfortable motel in Alexandria, Virginia, and the famous White House will be delivered safely to any location in the nation of your choice.

PRICE? NO WHITE-WASH HERE AT ONLY ..... \$4,250,000

historic Victoria Station so it could be moved to Kansas City and turned into a shopping mall. Considering our country's current balance of trade payments deficit, maybe we should take a lesson from the English and pick up some badly-needed foreign bucks by following suit and unloading some of our less-than-essential national landmarks and properties. Here, then, is

# PENDABLE AMERICAN MARKS AND MONUMENTS

WRITER: DENNIS SNEE

## THE SAINT LOUIS ARCH



**THE CITY FATHERS** of St. Louis, Missouri, hated putting this impressive landmark on the market, but after their unsuccessful court battle over trademark infringement with McDonald's Hamburger Corp., they were forced to. So why not turn St. Louis's loss into your city's gain with this bargain buy? You aren't likely to find another architectural attraction like this at any price. "You deserve a break today," and at this low, low price you're getting one!

**GOLDEN OPPORTUNITY AT . \$3,250,000**

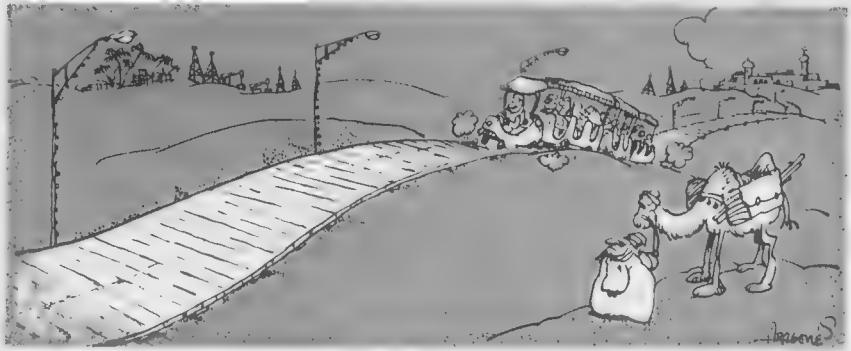
## THE ASTRODOME



**IT'LL NEVER RAIN ON YOUR PARADE**—or sporting event, either—once you take delivery on this spectacular climate-controlled arena. Texans don't like being topped...and since New Orleans one-upped them by building a bigger "dome" the powers that be in Houston have elected to let their Astrodome go, and concentrate on their next "super" achievement...enclosing Texas! But in the meantime, you can close in on this unbeatable Texas-size bargain.

**YOURS TODAY FOR A PALTRY.....\$15,500,000**

## THE BOARDWALK



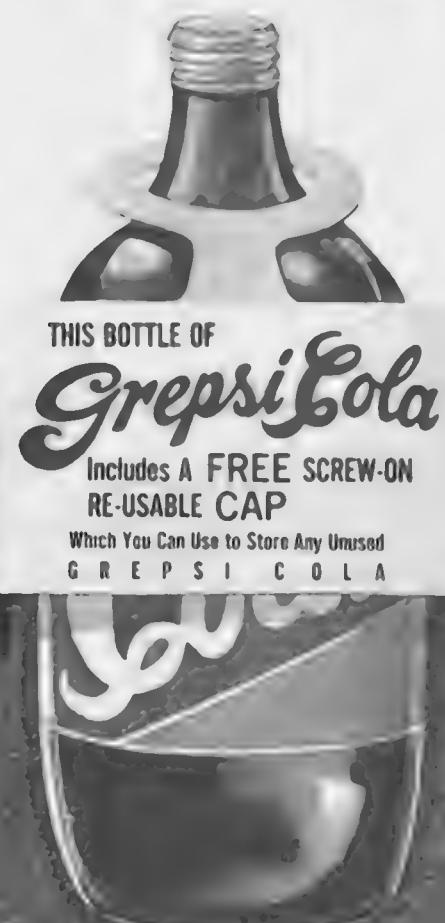
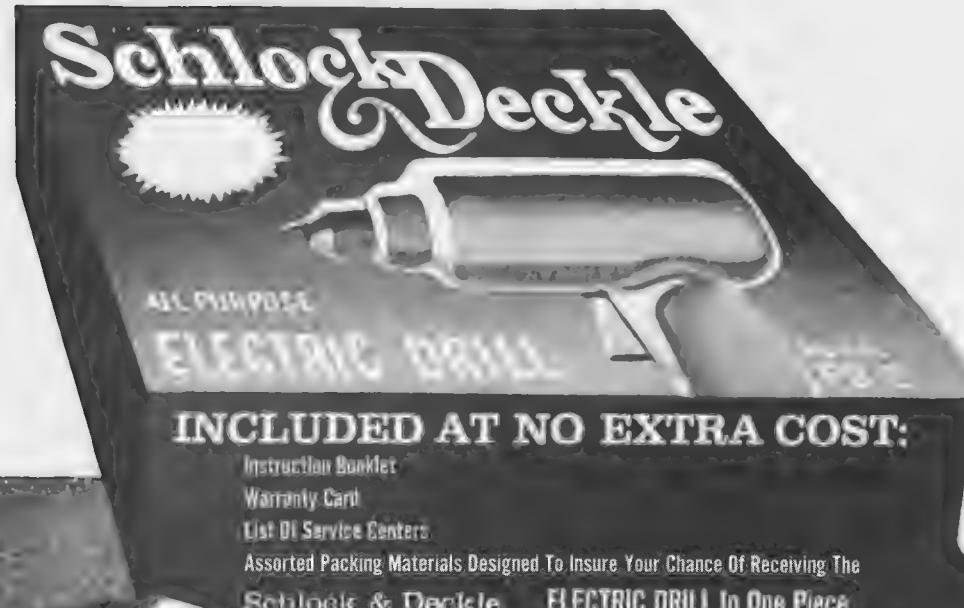
**PUT AWAY YOUR MONOPOLY MONEY AND LET'S TALK DOLLARS** on this famous 7-mile stretch of Atlantic City ocean-front walkway. Always synonymous with successful restaurants, stores, boutiques and other tourist diversions, why not let this famous Boardwalk do the same for your slumping business district? With the advent of legalized gambling in Atlantic City, a new breed of visitors are finding the old wooden Boardwalk ill-suited for their needs. Syndicate "Helpers" constantly require fresh cement in which to dispose of undesirable elements, and "Doorway Debutantes" find it difficult to walk a "street" in which they can catch their heels in gaps between the boards. Therefore, a new, all-concrete sidewalk will replace the famous old Boardwalk just as soon as we can find a buyer for it at our absurdly low, low asking price.

**YOURS NOW FOR A BREEZY.....\$1,350,000**

## GIFT HORNSING AROUND DEPT.

In the old days, meaning more than three years ago, manufacturers and retailers would often give a buyer a "FREE GIFT" or "BONUS" with their product or service. If you were purchasing an Electric Drill, for example, the manufacturer might throw in a free set of Drill Bits. But with inflation choking our economy, manufacturers and retailers can no longer afford this practice. Instead, they are hyping as "Free Gifts" the things you'd ordinarily get anyway! Like for instance this article, which we're throwing in as a FREE GIFT for buying the magazine, and contains some MAD examples of

# Bon





# US Bonus

ARTIST: BOB CLARKE

WRITER: DICK DE BARTOLO



**Breakfast  
Special**  
**COFFEE - 50¢  
PLUS FREE**

- COFFEE LIGHTENER
  - SERVING OF SUGAR
  - CUP AND SAUCER
  - GLASS OF WATER
  - STIRRER AND NAPKIN
- YOU PAY ONLY  
FOR THE COFFEE!**



**CONTAINS  
999 FREE PERFORATIONS  
BETWEEN EACH SHEET**  
Makes Separating Every  
**Bouncy PAPER TOWEL**  
a Breeze When Slobs Mess  
Your Counter With Spills

## HATCHET JOB DEPT.

A talented writer named Steven King once wrote a terrifying book called "The Shining." Now, a famous Director named Stanley Kubrick has made a movie out of it. Unfortunately, his film has given Mr. King's book, and all the other great horror films of the past, a black eye! Which is why we at MAD call our version:

# THE



# SHINGER



Our hotel closes for the winter in a few days, and we like to have someone around to keep an eye on it until spring, when we re-open! Have you had any experience as a HOTEL-SITTER, Mr. Torrents . . . ?

Plenty! I sat for a few Holiday Inns, a couple of Hiltons, and just recently I sat for Caesars Palace in Las Vegas!

Hey, wait a minute! CESARS PALACE NEVER CLOSES!!

IT DID THEN! It was the week McLEAN STEVENSON was appearing there . . . !

He cleared out the whole hotel? !?

The hotel, the entire state, and three border towns in Arizona!

You've got yourself a job! You know, of course, that it's lonely in an empty hotel! I hope you have enough to keep yourself occupied!

Yes! I'm a writer!

Oh? What are you working on?

A new TV sit-com series for McLean Stevenson! The way I figure . . . that should clear out the Network!!

Ah-hah! So when you're finished here, you can sit for NBC! I like a man who plans for the future!



ARTIST: ANGELO TORRES



WRITER: LARRY SIEGEL

I'll go pick up my wife and son and be here on Friday!

Wonderful! And . . . please! Ignore all those rumors you keep hearing about this hotel being weird and haunted!

I will! Oh, by the way . . . who's HE??

He's our Night Clerk! It's a thankless job being on duty all night long, but he seems to love it!!

I'm not too crazy about this job, Wack!

Aw, c'mon, Windy! We're gonna have a terrific winter!

You know . . . you're right! It WILL be just like a SECOND HONEYMOON!



We're gonna have a great time at the hotel, right, Boney . . . ?

Right, Dinny!

Windy, I'm a little concerned about that kid! Has he **ALWAYS** been having those idiotic conversations with his **Index Finger**?

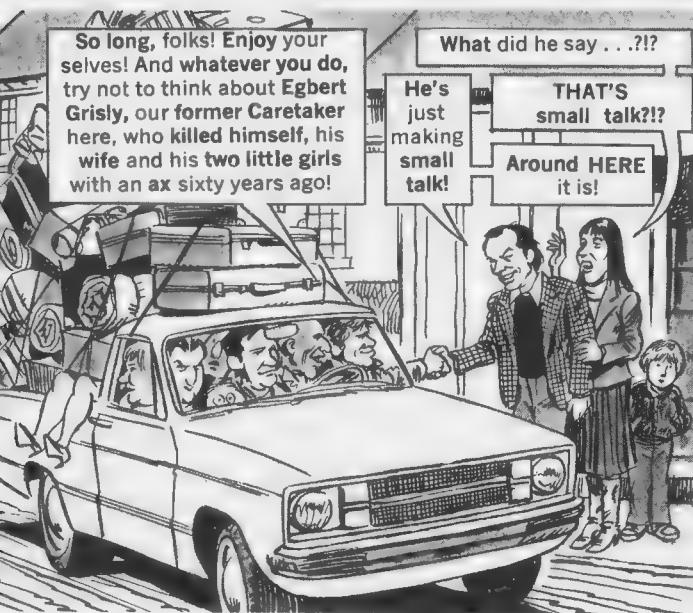
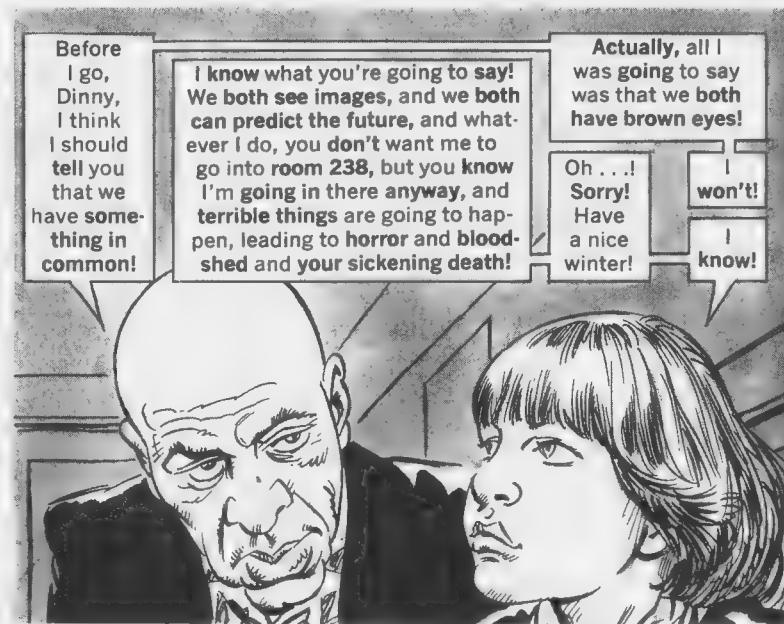
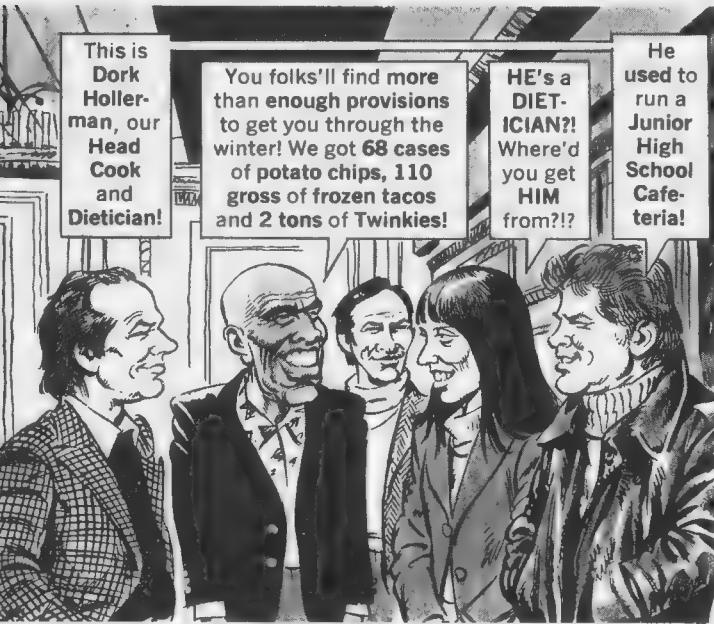
Not always! Just since **YESTERDAY**, when he had a fight with his **PINKY**!

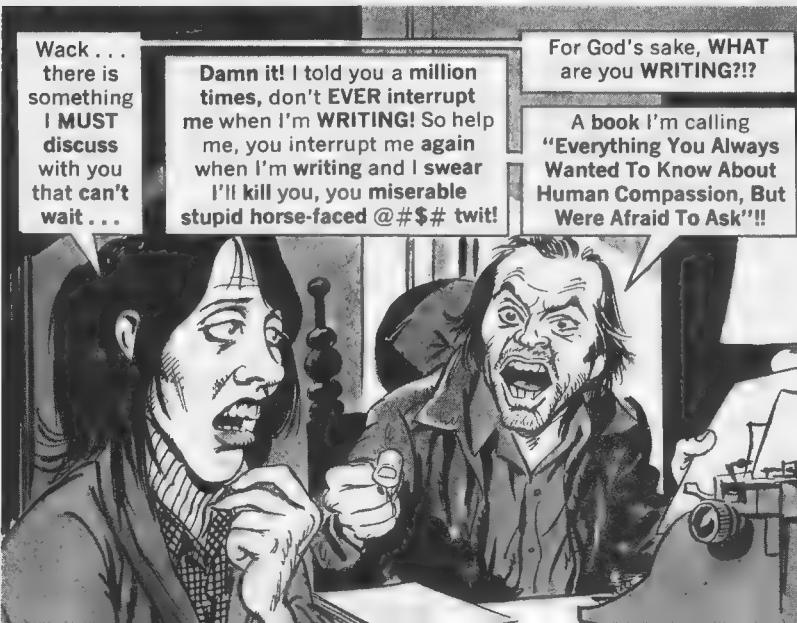
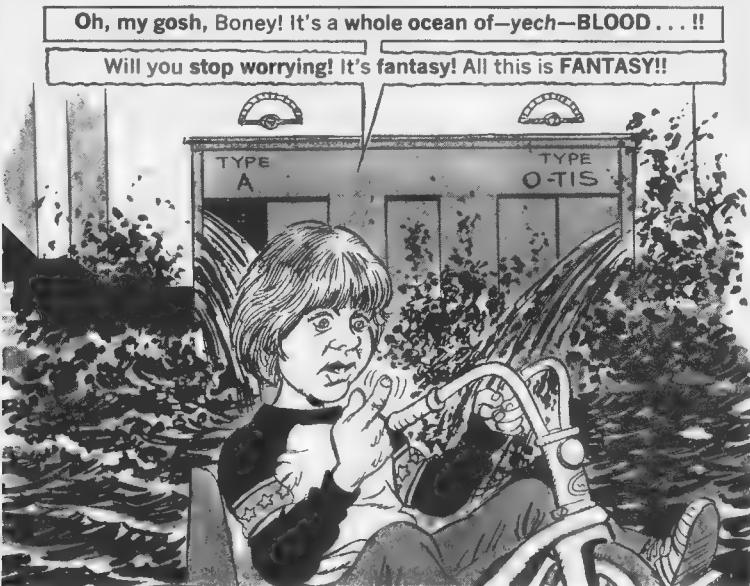
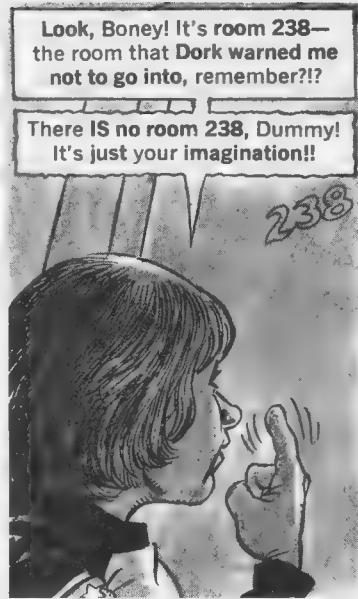
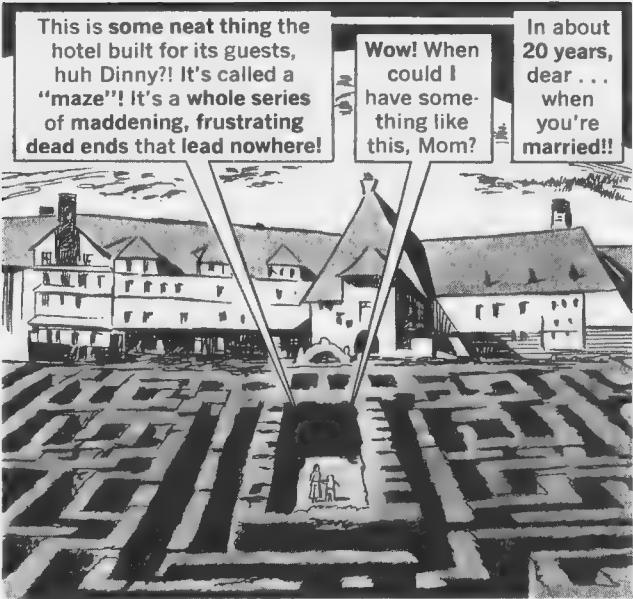
Whew! For a while there, I was really worried!

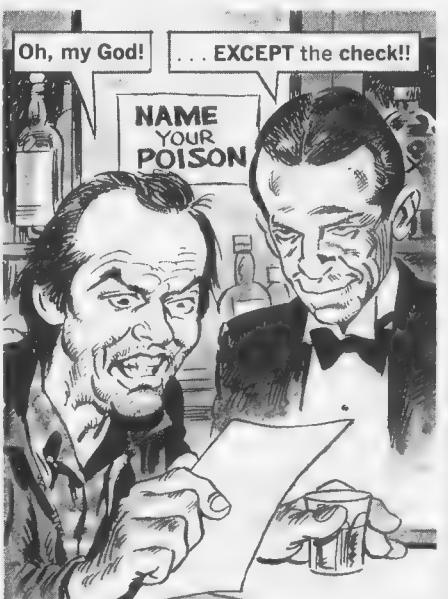
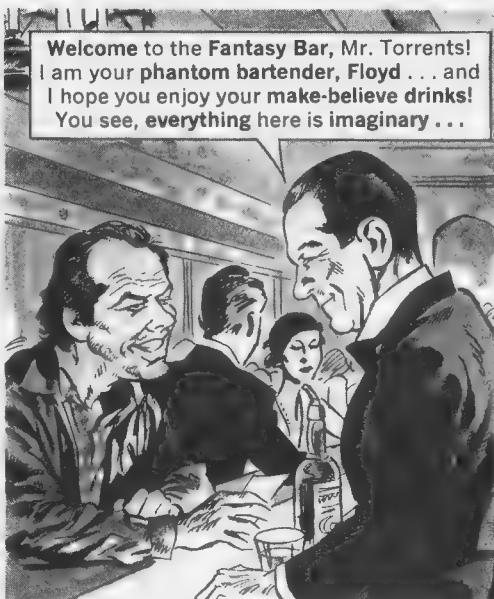
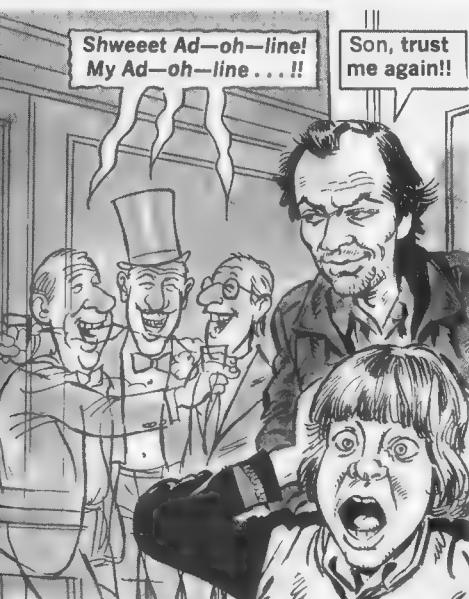
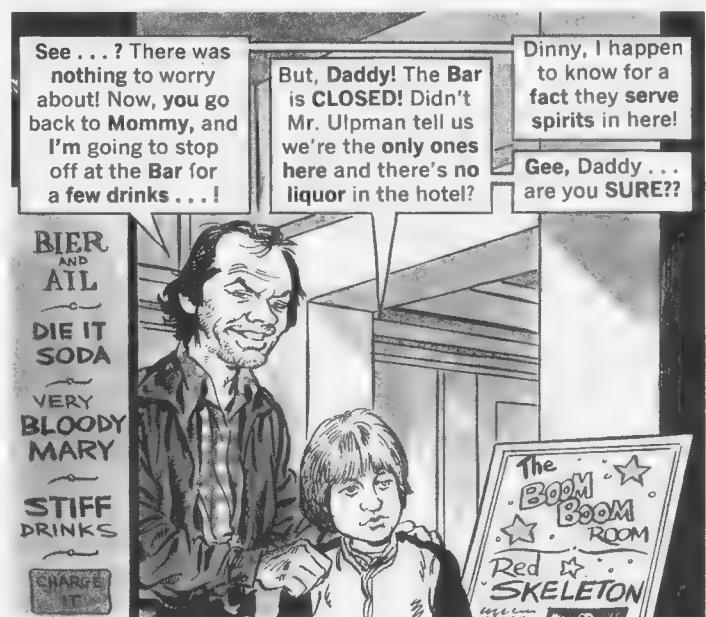
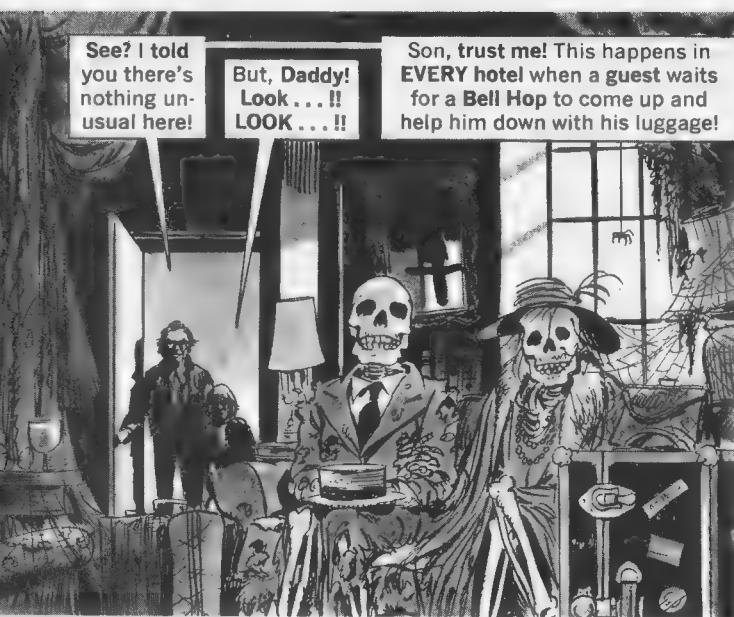
Hi, folks! You're just in time! We're closing up right now! Remember, I'm leaving \$50 million worth of property in your hands . . . !

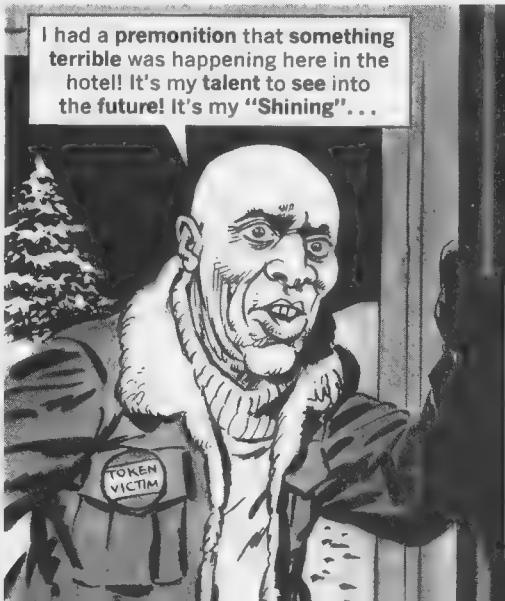
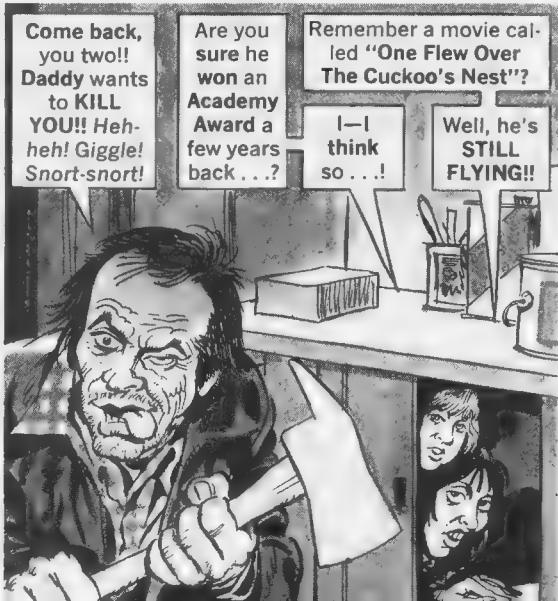
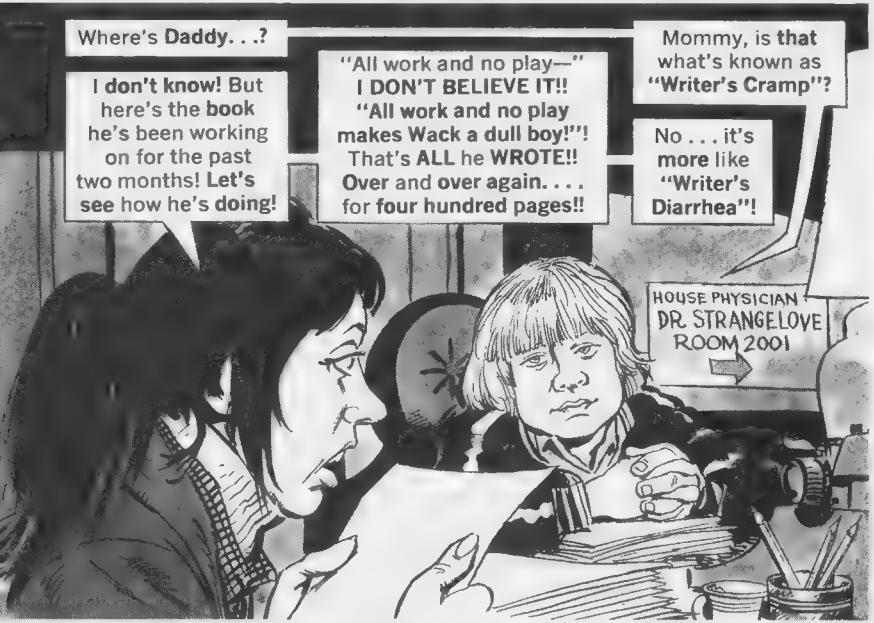
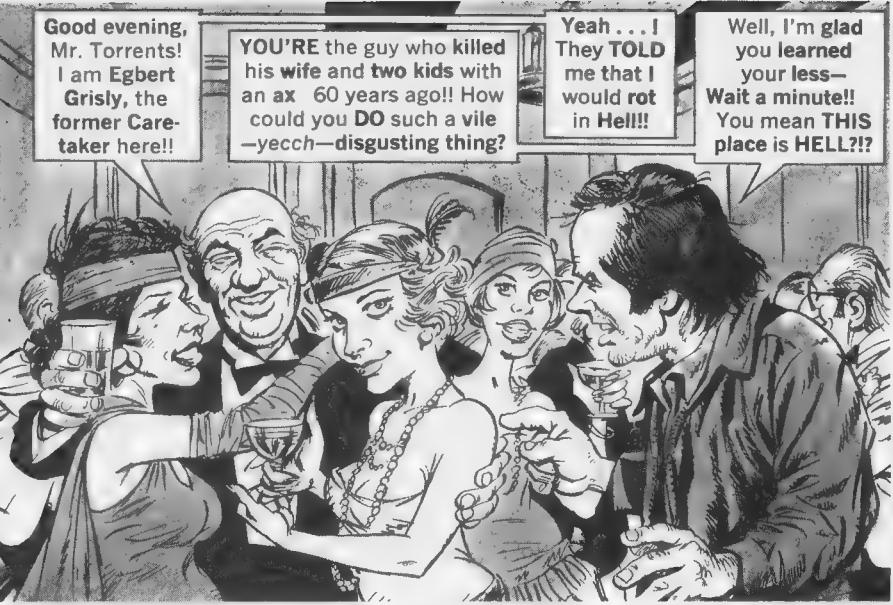
Who'd believe that anyone would entrust a magnificent hotel to a demented writer with a boring, ugly wife, and a kid who talks to his finger?

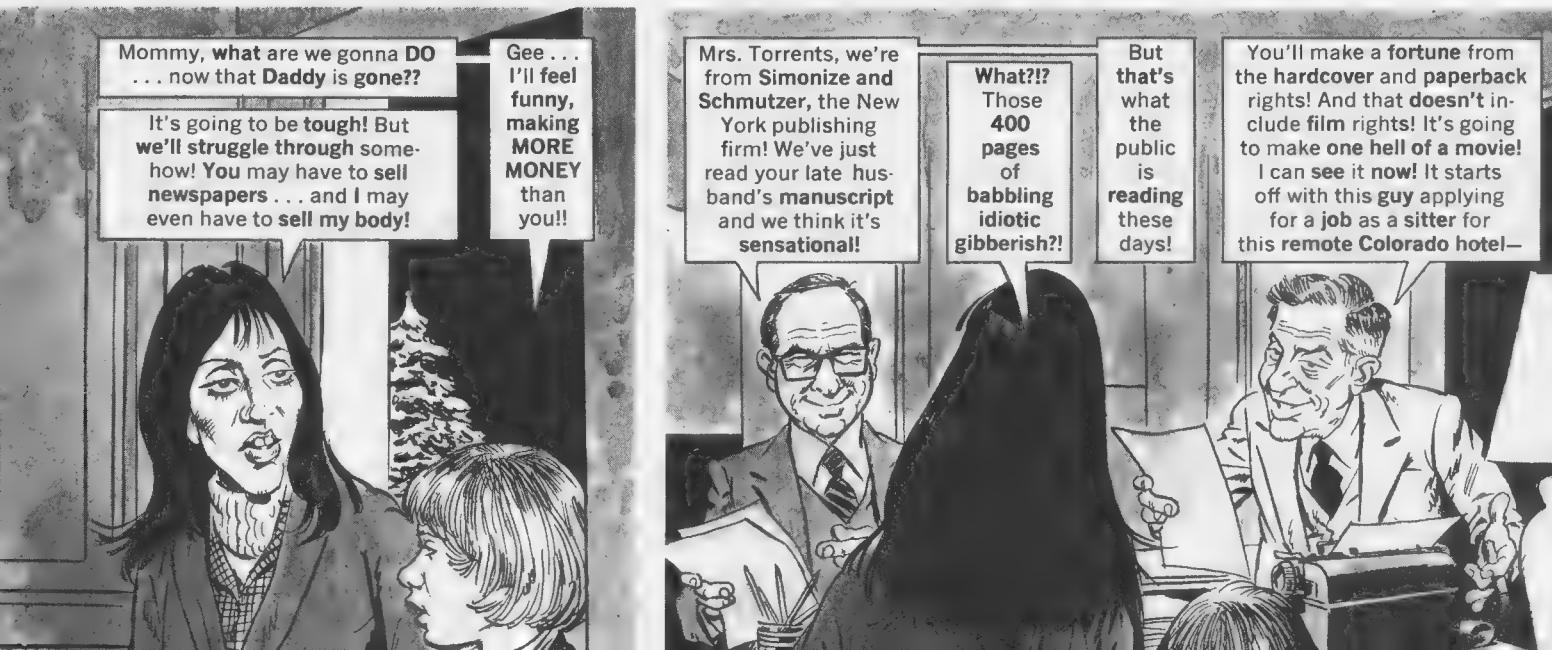
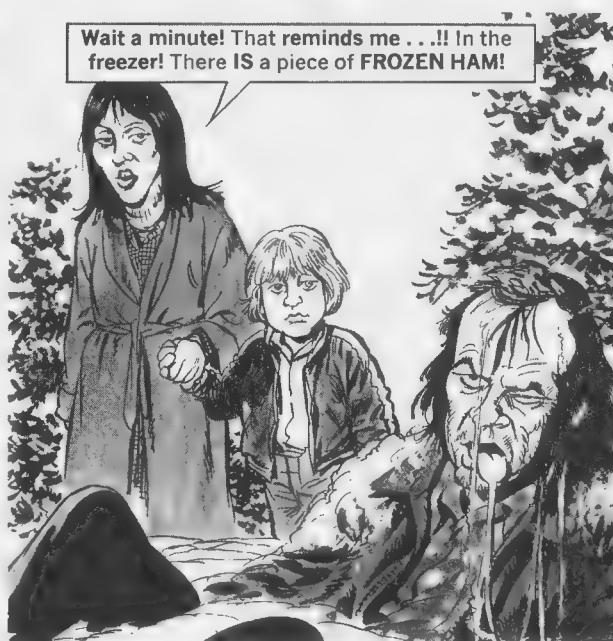
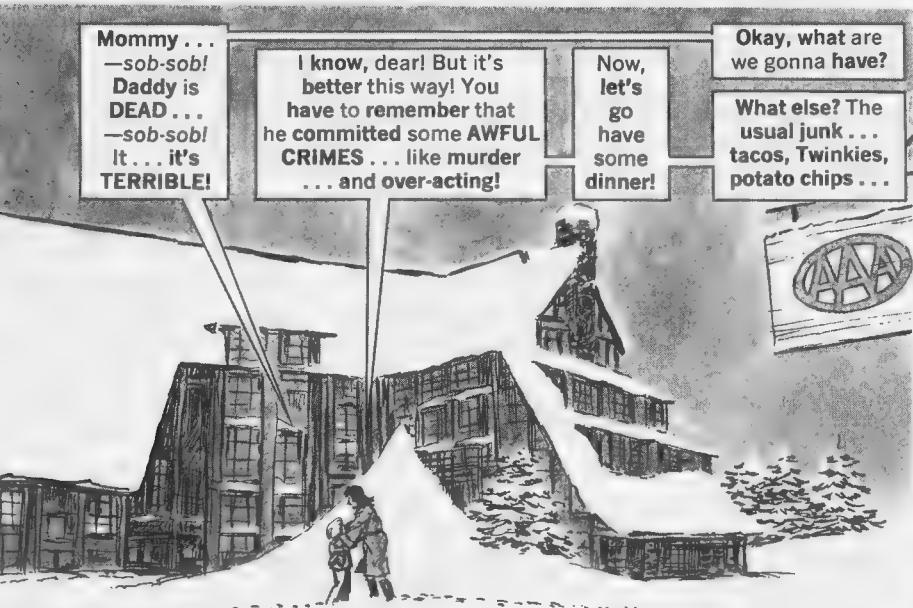
The same people who'd believe that a hotel in Colorado would close in winter—and miss the **SKI** season!





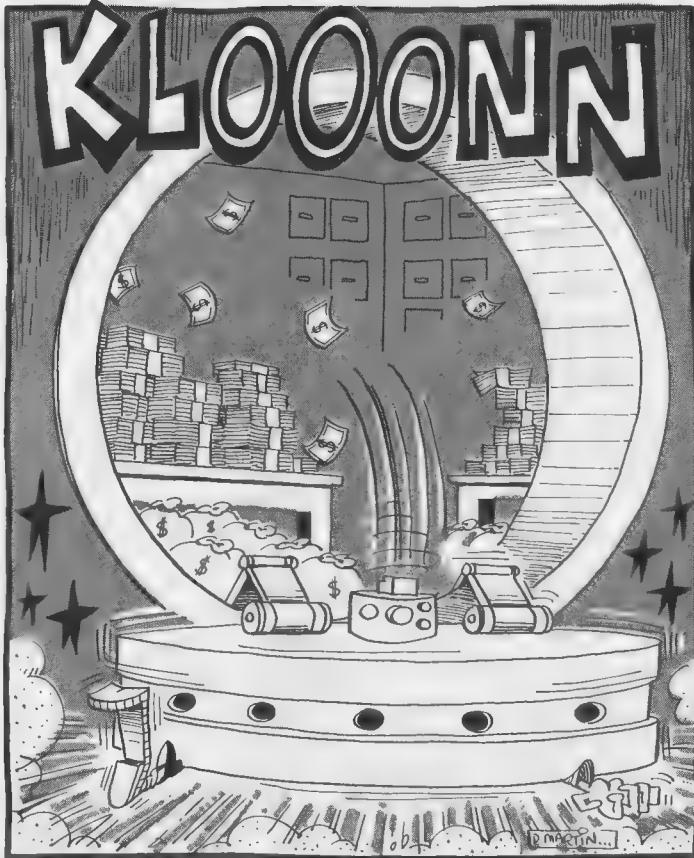
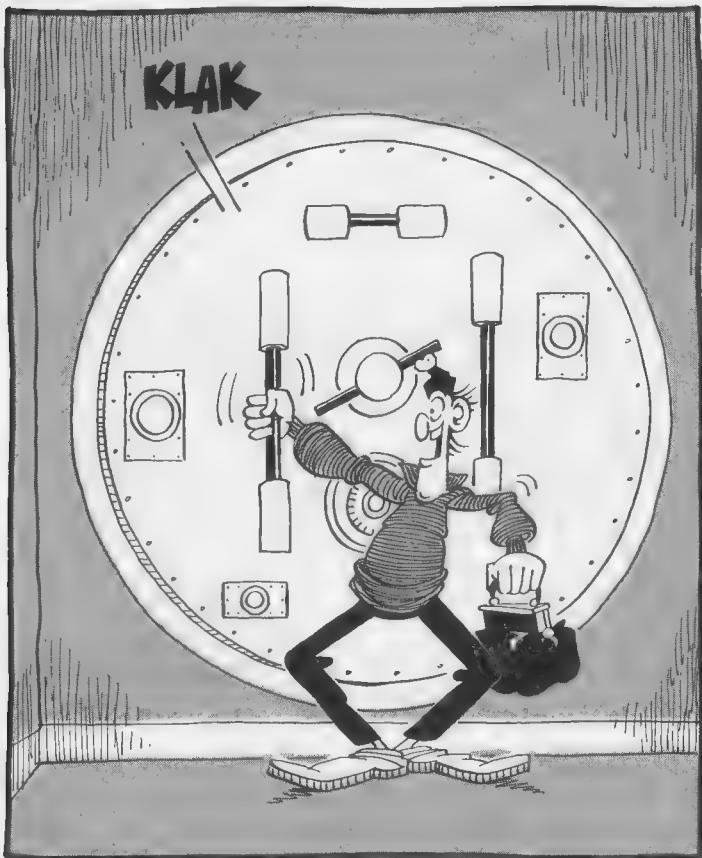
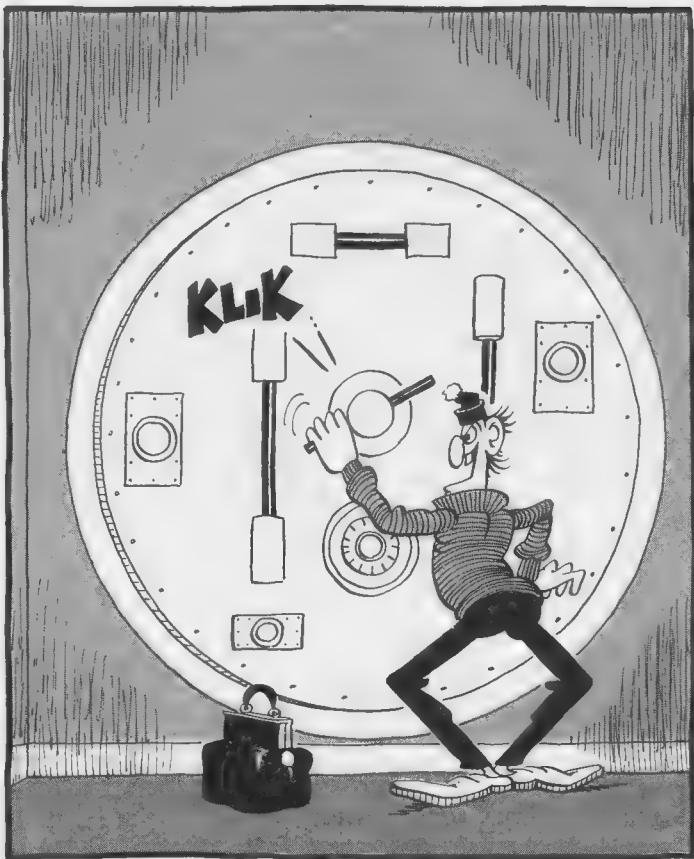






DON MARTIN DEPT.

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**A SNAPPY  
ANSWERS  
TO STUPID  
QUESTIONS  
"MOTHER  
GOOSE"  
FOLD-IN**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Humpty Dumpty fends off some pretty stupid questions in this Mother Goose scene . . . but to get the FINAL SNAPPY ANSWER, you've got to fold in the page as shown at right!

FOLD PAGE OVER LIKE THIS!

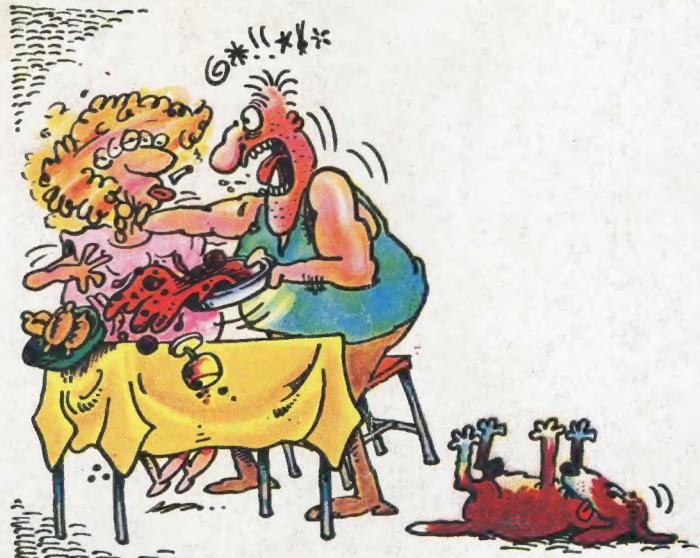
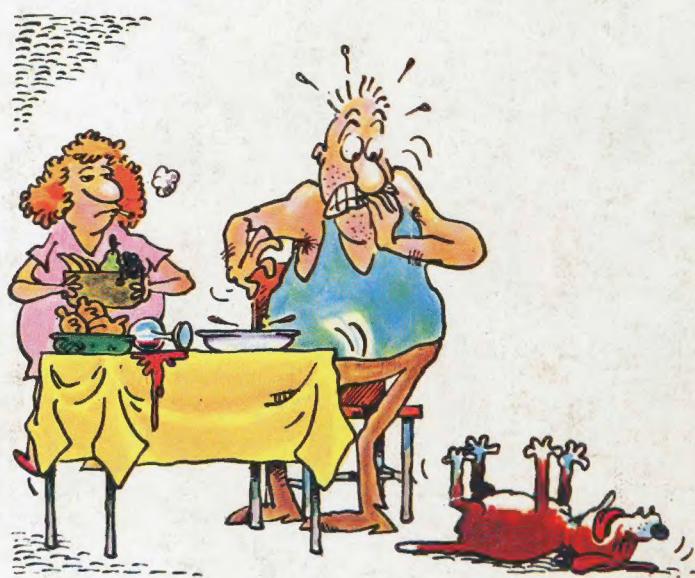
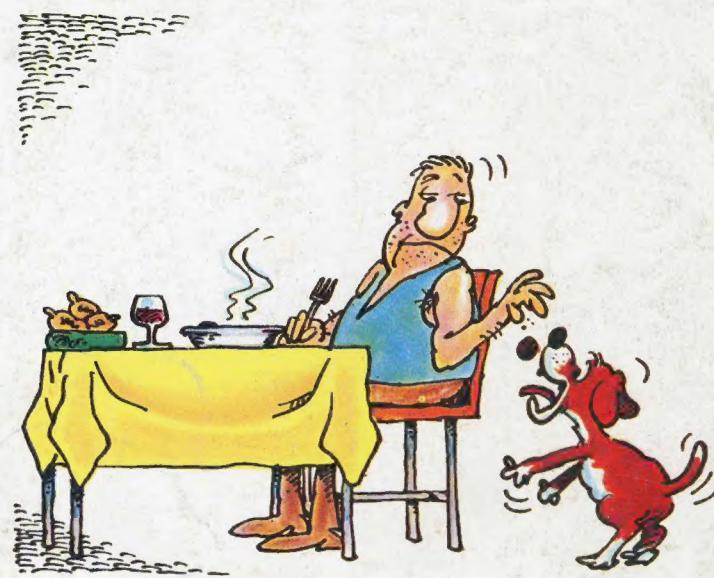
**A**

FOLD THIS SECTION OVER LEFT

**B**

FOLD BACK SO "A" MEETS "B"





# A SNAPPY ANSWERS TO STUPID QUESTIONS “MOTHER GOOSE” FOLD-IN



FOLD PAGE OVER LIKE THIS!

**A & B** FOLD BACK SO “A” MEETS “B”

SCRAMBLED

EGGS

Jaffee

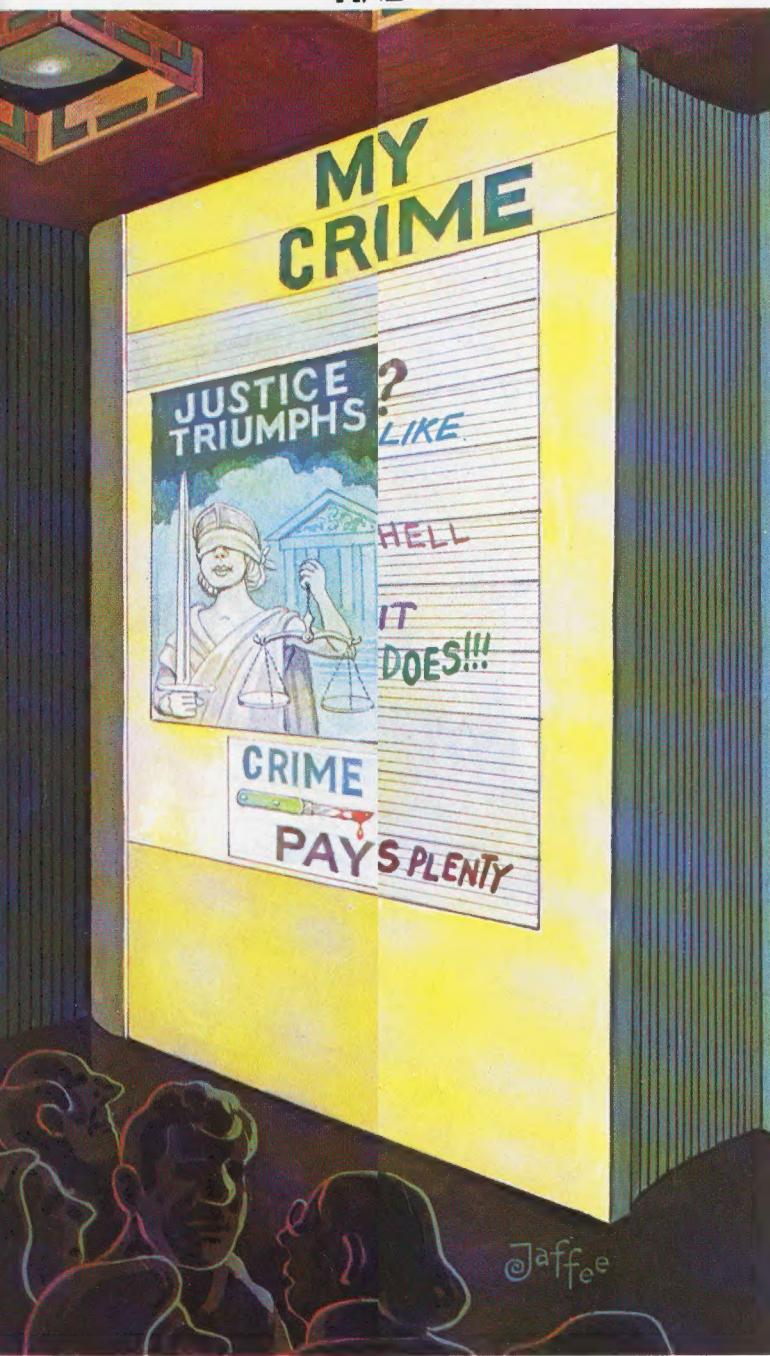
**A & B**

# HOW DO TODAY'S CROOKS REALY STRIKE IT RICH?



FOLD PAGE OVER LIKE THIS!

**A&B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

FROM  
BOOK  
SALES  
**A&B**